

# MCV



## 4 High Street doomed?

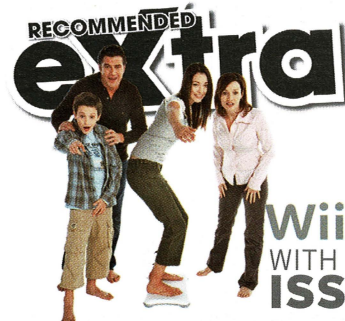
Vast majority of games will be sold online in ten years, says SCE UK boss Maguire

## 5 DSGi: Back us or bugger off

Retail chain issues stunning ultimatum to its army of trade suppliers

## 6 Clancy shifts 50m

Ubisoft franchise hits huge milestone as it gets set to expand into other media



EVERY BUYER • EVERY BRANCH • EVERY INDIE • EVERY WEEK

INCORPORATING CTW

# Trade hails very best

Nintendo bags four big ones at The MCV Industry Excellence Awards - including Grand Prix for second year running • Ubi wins sales team and new brand • Triumph for underdog 505 • Retail lauds Paul Donnelly

by Stuart Dinsey

A DOZEN different companies picked up awards at last night's trade awards, but the event was still dominated by Nintendo.

The Japanese giant's impact on the booming UK games industry over the past 12 months pushed it to victory across four award categories.

Nintendo won prizes for PR Team, Marketing Team and Games Publisher and then capped a very good night's work by becoming the first ever company to win the prestigious Grand Prix two years on the trot.

to win New Games Brand.

There were some familiar names amongst the winners, such as GAME winning Specialist Retailer for the second year running, Microsoft picking up Game Campaign with *Halo 3* and Electronic Arts beating its rivals to Best Trade Marketing Team.

But there were also plenty of new names being handed awards by special guest comedian Simon Amstell.

Amongst these were Independent Retailer of the year Grainger Games, which has become a growing force on the High Street.

“Ubi won two big awards, Codemasters beat off stiff competition from UK studios & 505 Games raised the roof.”

Indeed, Nintendo has now won the Grand Prix three times in the past four years, with only Sony's win in 2006 breaking the recent series.

Over 600 representatives from all sectors of the UK industry jammed into the biggest ever MCV Industry Excellence Awards at The Brewery in London's Barbican.

Another multi-winner was Ubisoft. It wrestled the Sales Team award from THQ, which had won this competitive and much coveted category on the previous two occasions.

Ubi's *Assassin's Creed* also just pipped *Sega's Mario & Sonic At The Olympic Games*

Zavvi, previously Virgin, won Star Store for the fine retail experience offered by its Oxford Street outlet.

Codemasters beat off stiff competition to win UK Development Team and 505 Games was a highly popular winner of the Sales Triumph award thanks to the stunning success of *Cooking Mama*.

A judging panel of 89 senior figures from all sectors of the industry chose the winners from a set of Finalists announced earlier in the year.

Photos and tales from last night, plus another full review of all the winners, will appear in MCV next week.

## THIS YEAR'S WINNERS

### RETAIL CATEGORY



Independent Retailer  
Grainger Games



Specialist Retailer  
GAME



Entertainment Retailer  
hmv



Online Retailer  
Play.com



Star Store  
Zavvi, Oxford Street

### PR & MARKETING CATEGORY



PR Team  
Nintendo



Game Campaign  
*Halo 3* (Microsoft)



New Games Brand  
*Assassin's Creed* (Ubisoft)



Trade Marketing Team  
Electronic Arts



Marketing Team  
Nintendo

### PEOPLE & INDUSTRY CATEGORY



UK Development Team  
Codemasters



Distribution Team  
Centresoft



Sales Triumph  
*Cooking Mama* (505 Games)



Sales Team  
Ubisoft



Games Publisher  
Nintendo

## MCV RETAIL ADVISORY BOARD SPECIAL RECOGNITION

Paul Donnelly (Gem)



## GRAND PRIX



Nintendo



## [LEADER]

## SING WHEN WE'RE WINNING



NINTENDO predictably dominated last night's MCV Awards, but all of us have at least one or two reasons to cheer the Japanese giant's stunning UK success. Yep, even Sony and Microsoft.

There has been a halo effect for rivals as well as partners.

Whether fuelling the boom at retail or helping third parties like Sega rack up an incredible million UK units of *Mario and Sonic* in just four months, Nintendo has aided the wider business.

Nintendo leapt from ninth biggest console publisher to number one in 2007. Its titles made up 18 of last year's 40 best-sellers.

Nintendo is now the UK leader in both handheld and static console. The Wii has flown past the two million mark in terms of installed base and the DS is at well over six million.

Last night David Yarnton was rightly called on to pick up the Grand Prix award for the second year running, and for the third time in four years.

Over 89 judges from all sectors of the business also sent Nintendo to comfortable victories in PR, Marketing and Publishing.

**“The trade had no option but to hail Nintendo once again for its UK success. But, thankfully, we have all shared in it.”**

Rivals will surely want to finally knock this lot off their perch next April, but no one in the room will have begrudged them another night of glory.

After all, it was the trade itself that voted for them. And you lot know your stuff.

\* \* \* \* \*

THERE were many deserving winners last night, such as Ubisoft capping a fantastic year with its Sales Team and New Games Brand double.

Grainger, GAME, Play.com, HMV and Zavvi were comfortable victors in their retail categories.

Microsoft's tremendous work with *Halo 3* was rightly remembered. EA's trade marketing team got the recognition it deserves, Codemasters edged out its studio rivals after an impressive year and 505 Games showed that small companies can still achieve big things - *Cooking Mama* pipping *Mario and Sonic* to the Sales Triumph award.

Meanwhile, Centresoft beat off Gem, Koch and sister outfit Advantage. But the most emotional moment and a universally popular winner was Paul Donnelly - recognised by the MCV Retail Advisory Board for 25 years at the sharp end of the channel.

The Gem founder and chairman Paul Donnelly is a diamond geezer, for sure.

Cheers to Paul, and to everyone who participated in another proud night for the UK games industry.

stuart.dinsey@intentmedia.co.uk

## NEWS

## Sony: Web sales will

90 per cent of game sales will be online within ten years, says Maguire

by Tim Ingham

SONY Computer Entertainment UK MD Ray Maguire has predicted that 90 per cent of games sales will be taking place online in ten years' time.

Speaking at an ELSPA press conference with Dr Tanya Byron last week, Maguire read out his concerns with recommendations in the Byron Review - focusing on his worries with the online space.

"While games are recorded media and we have something on a packet, the recommendations in the Byron Review are okay," he said.

"But ten years from now the ratio of games sales will have gone from 90 per cent in-store to 90 per cent online.

"Therefore, we have a situation that if you're a retailer, you're currently responsible for the goods that come through your chain.

"But that's not true with ISPs in the future. This isn't merely a games industry issue. It's an issue for every industry with companies that have a website - and when we look



MAGUIRE: Sony UK boss has criticised Dr. Tanya Byron's recommendations

**“Ten years from now, the ratio of games sales will have gone from 90 per cent in-store to 90 per cent online.”**

Ray Maguire, Sony

## BBC iPlayer hits Wii browser

NINTENDO has sealed a major coup that will see BBC iPlayer content available through the Wii.

Once the service goes live, all Wii users will be sent a notification message and will be able to access BBC iPlayer content through the console's Internet Channel.

General manager at Nintendo UK David Yarnton said of the deal: "This exciting alliance with the BBC is yet another way in which Nintendo is looking to broaden the market for its products by offering compelling and



UPGRADED: Wii users will soon be able to watch BBC iPlayer

relevant content to families. BBC iPlayer on Wii will offer Wii owners yet another reason to turn their console on everyday and will definitely add

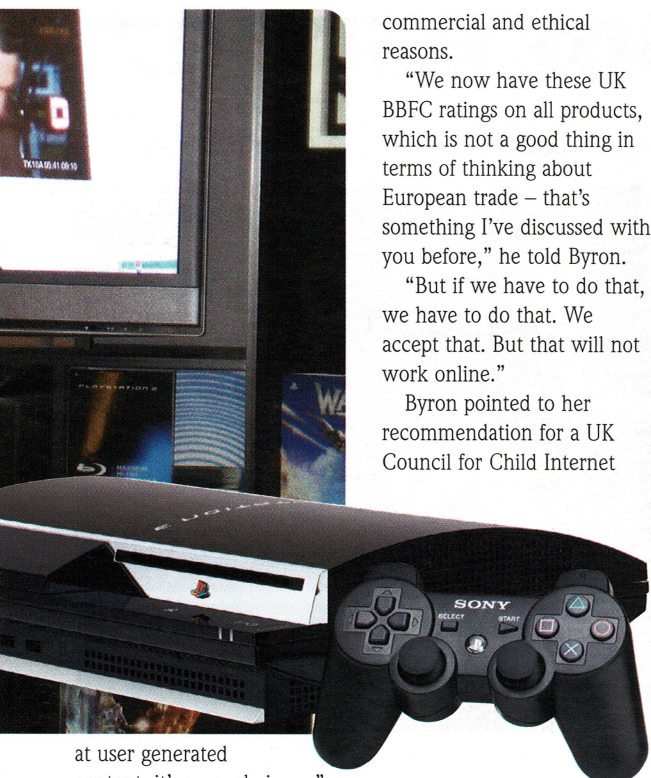
to the already established non-gaming content on Nintendo Wii that includes news and weather channels and an internet browser."



## NEWS

# rule by 2018

as he calls for state action over game ratings



commercial and ethical reasons.

"We now have these UK BBFC ratings on all products, which is not a good thing in terms of thinking about European trade – that's something I've discussed with you before," he told Byron.

"But if we have to do that, we have to do that. We accept that. But that will not work online."

Byron pointed to her recommendation for a UK Council for Child Internet

at user generated content, it's a people issue."

Maguire also called for the Government to act, and politely criticised Byron's decision to make BBFC ratings the 'consumer facing element' of all boxed gaming product – for both

Safety in her reply, and told the audience that "many key members of the games industry" had chosen not to discuss the online future of games with her when she was compiling her research.

## DSGi issues shock supplier ultimatum

by Ben Furfie

**HIGH STREET** chain DSGi has told its trade partners that if they are not willing to work with the retailer across its international operation, they can take their business elsewhere.

our multi-channel strategy on an international basis, then we will remove all of their products from our stores," said Johnson.

"If one of our partners doesn't share the same ethos to selling as us, then it doesn't serve our

**"If suppliers are not willing to work with us and our strategy then we'll remove their products from stores."**  
**David Johnson, DSGi**

Speaking to *MCV* sister magazine *PC Retail*, DSGi's head of international buying for software, PCs and consoles David Johnson (pictured) explained that the retail group's focus on its multi-channel and international division is so key to the business, it wants its suppliers to fully commit or forget it.

"What we're now saying to the partners we deal with is that if they are not willing to work with us and

customers' best interests to continue stocking its products – it's already happened with Indesit and I don't doubt for one second there won't others.

"The partners we want are those who can and want to work with us on a global and multi-channel platform," added Johnson.

"It is a natural evolution of our strategy, especially when you consider 42 per cent of our sales come from outside the UK."

**ShopTo.COM**  
SHOP LATE - PLAY TOMORROW

## [PRE ORDERS] TOP 10



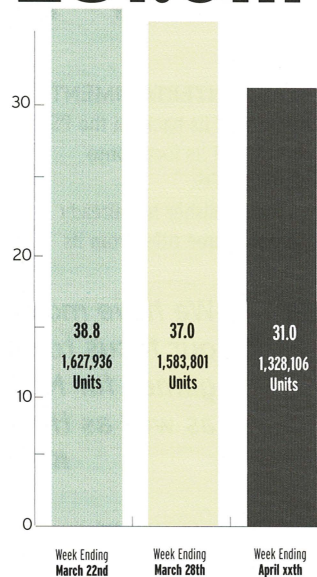
**WII FIT**  
WII,  
NINTENDO

- 2. MARIO KART WII**  
WII .....NINTENDO
- 3. ASSASSIN'S CREED**  
PC .....UBISOFT
- 4. MARIO KART WII WHEEL**  
WII .....NINTENDO
- 5. UEFA EURO 2008**  
360 .....EA
- 6. RAINBOW SIX: VEGAS 2**  
PC .....UBISOFT
- 7. UEFA EURO 2008**  
PS3 .....EA
- 8. TIME CRISIS 4 + GUN**  
PS3 .....SONY
- 9. COD4: GAME OF THE YEAR ED**  
360 .....ACTIVISION
- 10. SOLDIER OF FORTUNE: PAYBACK**  
PS3 .....ACTIVISION

Week ending April xxth  
Source: **SHOPTO.COM**

## [MARKET VALUE]

**£31.0m**



Total UK Software Sales  
Source: **ELSPA/ChartTrack and Intent Media**

## Develop's 100 top studios revealed

### THE JAPANESE

development teams which worked on the likes of *Brain Training* and *Super Mario Galaxy* have propelled Nintendo to first place in this year's *Develop 100*.

Published by *MCV*'s sister magazine *Develop* in association with Sheridans and amBX, the *Develop 100* uses official ChartTrack data to devise a definitive ranking of the world's 100 most successful studios.

Nintendo has rocketed to first place for the 2008 edition of the list, knocking EA



Canada to number two and ending that studio's three-year run at the top.

Other studios in the top ten include Bungee, Traveller's Tales, EA Black Box, Maxi and Sega Studios Japan.

The 2008 edition of the *Develop 100* is free with every copy of the April issue of *Develop* (mailed to subscribers this week). An online version can be found at [develop100.com](http://develop100.com), while extra analysis and commentary are live at [developmag.com](http://developmag.com). The full century is also printed in next week's issue of *MCV*.



## NEWS

# Clancy brand going global after breaking 50m barrier

Ubisoft plans to develop its newly-acquired IP into other media as well as continuing in the games sector

by Neil Long

**UBISOFT HAS** plans to make its Tom Clancy franchise a true heavyweight in the wider entertainment world after the series reached a spectacular 52 million in lifetime unit sales.

The newly-acquired IP, which cost Ubisoft €60m and allows the publisher to take

"Our success with Tom Clancy is unparalleled in the video games industry with Tom Clancy being consistently ranked among the top ten brands of the year," said Ubisoft CEO Yves Guillemot.

"Acquiring the rights to the Tom Clancy name for video games and related projects has been a major step and we now

## CLANCY IN NUMBERS

**Total Sales:**

**Rainbow Six:** Over 17 million units

**Ghost Recon:** Over 15 million units

**Splinter Cell:** Over 18 million units

**Overall:** Over 52 million units



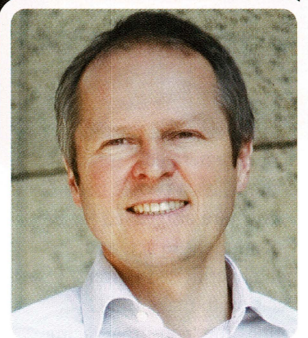
"Clancy's lasting success proves Ubisoft's unique talent for renewing existing brands.

"Clancy's universe offers multiple creative possibilities and our development teams are exploring new ways of

**ALL CONQUERING:** The Clancy franchise has seen excellent returns for Ubisoft – and plenty of sales for boss Guillemot (right)

enhancing the next Tom Clancy gaming experience," he added.

**Ubisoft: 01932 578000**



*"Our success with Tom Clancy is unparalleled, with it being ranked among the top ten brands every year."*

**Yves Guillemot, Ubisoft**

full control of the property, will be expanded into movies and other merchandise, as well as continuing its strong presence in the games space.

intend to take the Tom Clancy brand to the next level of the global entertainment industry."

Serge Hascoët, chief creative officer at Ubisoft, added:

# New DS range blasts into retail

**BLAST ENTERTAINMENT** has turned its back on the PS2 and shifted its focus onto Nintendo DS.

The publisher has already released three titles from its

away rapidly and so we moved almost all of our focus towards making games for Nintendo formats as well as the PC," said marketing manager Kirsty Payne. "The DS provides an

Blast's range of DS games are priced at £19.99 each, targeting younger gamers with the likes of *Bob the Builder*, *Postman Pat* and *Mr. Bean*.

"We have many more DS titles lined up," continues Payne. "We are currently readying another range of games aimed at a totally different audience, which we feel will be a real winner."

*Mr. Bean*, *Postman Pat* and *Jetix Puzzle Buzzle* are available now, with four new DS games scheduled for 2008.

**Blast: 0845 234 4242**



**BLAST:** DS games provide excellent potential, and low development costs keep the product viable

*"We have moved almost all of our focus towards making games for Nintendo formats as well as the PC."*

**Kirsty Payne, Blast**

new range of budget DS games, and has four more scheduled soon. "Quite simply we have seen the PS2 drop

excellent development potential without the game development budget making the product unviable"



## NEWS

# 'Most casual games are rubbish'

Codemasters Online boss hits out at casual games bandwagon after Mumbo Jumbo deal

by Neil Long

**CODEMASTERS** Online's vice president David Solari has hit out at the number of developers rushing out casual games after signing a deal to bring a range of Mumbo Jumbo titles to retail.

The deal kicks off with ten new games set for release on April 25th on the Funsta label – and the new line-up will



“Everybody seems to think making casual games is easy and a lot of people have jumped on that bandwagon.”  
**David Solari, Codemasters**

boast the kind of quality not seen in the majority of current casual titles on the market, said Solari.

“These kinds of games have done fantastically well in retailers like Wal-Mart and we thought it would be a great chance to do the same in

Europe. At the end of the day it has to be the right products and the right quality – and Mumbo Jumbo has a range of very, very strong casual titles”.

The Codemasters Online vice president was also critical of most of the casual titles currently on the market:



**SOLARI:** Codemasters hopes its new Funsta range will go down a storm at retail

“Everybody seems to think making a casual games is easy and a lot of people have jumped on that bandwagon. But there's a real skill to it – you can't just take a programmer from *Gears of War* and tell him to make another *Luxor*.”

“I think for every good casual game out there there's probably ten not very good casual games and obviously we want to be involved in the ones that are good.”

The full Funsta line-up for the PC includes *Luxor 2*, *7 Wonders II*, *Poker Superstars II*, *Slingo Quest* and *Gemsweeper*, retailing for £9.99 each.

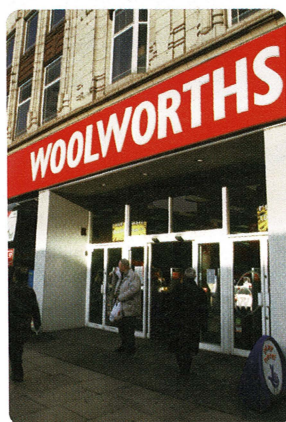
The Funsta range will be for consoles too, with *LUXOR Pharaoh's Challenge*, *7 Wonders of the Ancient World* and *Platypus* all available on the PS2, PSP, Nintendo DS and Wii. The Funsta games set for consoles will be available for £19.99 each.

**Codemasters: 01926 814132**

# Woolworths is boosted by video game success

**AN INCREASED** focus on video games has been cited as the reason for Woolworths' recent growth, and the retailer has told *MCV* it plans to push ahead with even more special gaming deals and added focus on the gaming sector.

The High Street retailer specified the demand for Wii, DS and PS3 as a key business driver, and makes the claim that gaming growth 'will more than counter the decline in the traditional music market.'



Over the past three years, Woolworths has increased its in-store space dedicated to video games by 50 per cent, and more recently the firm has created a series of in-store promotions on specific new game releases.

“Woolworths is committed to offering its customers the lowest possible prices on all its products,” said Woolworths spokesman Daniel Himsworth.

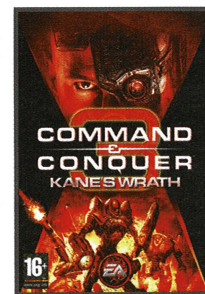
“Going forward we've committed to lowering our

prices even further and games will be very much part of that programme. We've delivered some cracking deals in recent weeks and expect even more in the future.”

Recent Woolworths in-store promotions have included Sega's latest titles *Viking: Battle of Asgard* and first person action thriller *Condemned 2*, which were both on sale for £32.97 each.

**Woolworths:**  
**020 7262 1222**

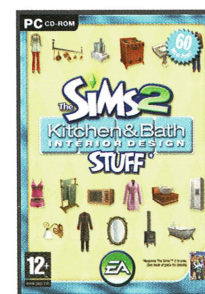
## EA TRADE BULLETIN



**OUT NOW**

**PC DVD**

“This is a war of scraping attrition that will force you to use every damn dirty trick in the book.”  
*PC Zone*



**OUT 18th APRIL**

**PC DVD**

Must-Have Stuff to Redesign Your Sims' Kitchens and Bathrooms!



**OUT 18th APRIL**

**Xbox 360, PS3,  
PS2, PC-DVD, PSP**

“Take on the challenge of leading one of over 50 European national teams to glory as UEFA EURO 2008 recreates all of the drama and excitement of the official tournament in Austria and Switzerland. Captain your country from qualification right through to the grand final of the championship tournament.”

**ea.com**



## NEWS

# Online indie takes on eBay

Yourgametrade.com to offer cost effective alternative to eBay ● High Street indies invited to utilise site

by Christopher Dring

A NEW website dubbed 'the eBay for video games' is all set to launch next week.

Under the guise of yourgametrade.com, the site is set to offer particular

Crawford also feels that yourgametrade's specialist nature will give it an advantage over eBay.

"eBay cannot focus on video games to make it easier, simpler and more cost effective for this specialist group, as they

*"Yourgametrade can make listing, searching and all other aspects more focused for the video game market."*

**Gordon Crawford, YGT**

advantages to independent retailers who are after an affordable alternative to eBay and Amazon marketplace.

"Yourgametrade has long understood the need for indies to be supported better as highlighted in MCV," said proprietor Gordon Crawford. "These groups are badly served at present by current sites both commercially and in service content. YGT will solicit input from this group and others as a key future user group."

have to focus on all their other various groups it caters for," added Crawford.

"Yourgametrade can make listing, searching and all other aspects simpler and more focused for video games, the industry and its customers."

Anyone wishing to set up with yourgametrade before it goes live next week should contact the company via the email address below, with free listing for the first month.

**yourgametrade@hotmail.com**

The screenshot shows the homepage of yourgametrade.com. At the top, there's a navigation bar with links: Home, Browse, Register, My Account, Sell, Stores, Forum, Help. Below this is a banner for 'darkSector'. The main content area features a listing for 'Call of Duty 4' (Listing # 46). The listing details include: Listing Format: Dutch Auction, Current price per item: £35.00, Quantity: 5, # of bids: 0, Closes: 2 Days, 23 Hours +, Location: Farnham, Started: 4/3/2008 4:59:36 PM, Ends: 4/6/2008 4:59:35 PM, Seller: gamespod@msn.com, Feedback: (1) View Feedback. To the right of the listing is an image of the Call of Duty 4: Modern Warfare game box. Below the listing is a 'DESCRIPTION' section with text about the game's features.

**BUY AND SELL:** Yourgametrade is designed to make listing and searching more suitable for the video game space, with a simple interface, forum options and free listing for the first month

## Another big signing for AntiGrav

AMBITIOUS peripherals specialist AntiGrav Media has snapped up yet another exclusive distribution deal – this time with Performance Designed Products.

Taking on UK and Ireland sales, marketing and distribution responsibilities for the firm, AntiGrav Media managing director Matt Holland said: "Our aim with PDP is to take their products to every retailer in the UK. Their range is impressive and growing, with very unique ideas. They are striving for design excellence."



PDP has been supplying video game accessories to the US market for over ten years and designing and manufacturing peripherals for PS3, Xbox 360, Wii, DS Lite and more. It has only recently ventured into the UK market.

PDP has also appointed Mike Sale to drive the company in the European market, as VP of sales for Europe. "PDP has strong ambitions for 2008 and 2009 and required a distribution partner that demonstrates the same desire for growth, PDP sees this same passion and potential in AntiGrav Media," offered Sale.

He added the future was bright for the two companies: "This will be a very exciting time ahead and full of opportunities."

**AntiGrav: 01785 816 858**



## NEWS

# Activision: Call of Duty 4 rivals are all 'uninspiring'

Publisher and developer left 'ecstatic and surprised' following Call of Duty 4's success

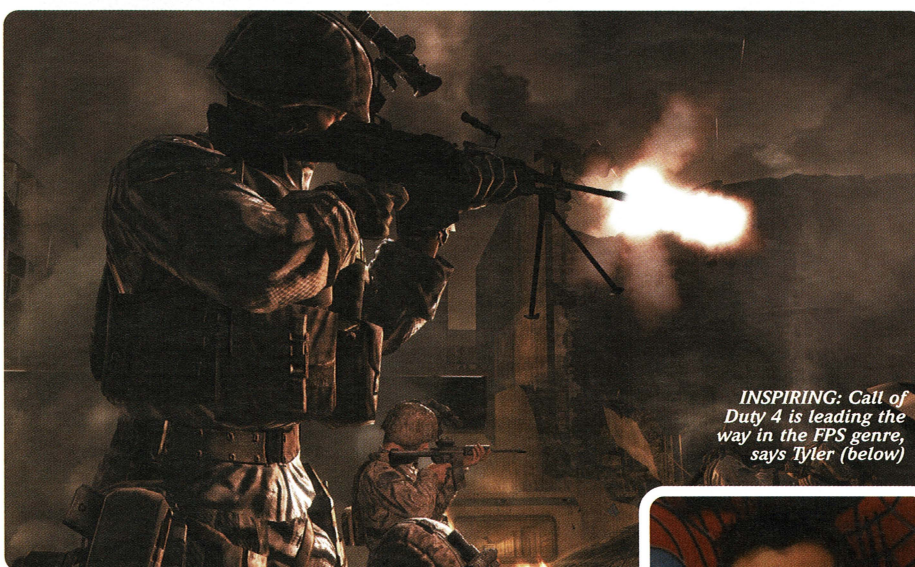
by Christopher Dring

**CHART-TOPPING** first person shooter *Call of Duty 4: Modern Warfare* is 'leading the way' in the genre at the expense of 'uninspiring' titles like *Rainbow Six: Vegas* and *Army of Two*, according to Activision.

*Call of Duty 4* has sold in excess of 1.3 million units in the UK, and has received critical praise across the board. The game has also become one of the most popular online shooters to date.

"We're pleased to have *Call of Duty 4* leading the way in the FPS genre, with recent launches such as *Army of Two* and *Rainbow Six: Vegas 2* failing to inspire," said Activision's marketing director for UK and Ireland David Tyler.

"*Call of Duty 4* has been a phenomenal success for us and reflects Activision's ongoing commitment to creating truly ground-breaking games."



INSPIRING: *Call of Duty 4* is leading the way in the FPS genre, says Tyler (below)

*Call of Duty* producer Mark Rubin was also delighted by the game's success, but revealed it came as a bit of a surprise for the developer.

"One of the things we've seen is that people outside of what you'd consider 'normal' gamers, are actually getting into

this a lot, including quite a number of celebrities," said Mark Rubin. "And it was a tough year, it was not an easy year to come out, 2007 had a lot of big games. So yeah, we're ecstatic and surprised at the same time."

Activision: 020 3060 1000



## Lexicon lines up title blitz

**NEW PUBLISHER** Lexicon is gearing up for its most important year ever, with a duo of DS releases and full price titles to set the foundations for a whopping 30 game release slate in 2009.

First on the agenda is the firm's full priced DS shooter *Commando: Steel Disaster*, along with the company's first DS budget release, *Fizz*.

"We want to appeal to all different users and we feel that a £9.99 price point will encourage a different mix of people to purchase the game," said president of publishing



ALLCROFT: New IP and offices are on the way at Lexicon

Chris Allcroft. "We ideally want to create a budget DS range and aim towards the supermarkets with impulse consumers buying the range."

But the ambitious firm isn't stopping with its DS range – it also has a next-gen futuristic racer *Voltage* in the pipeline.

"*Voltage* is going to be our first multi-platform product on PlayStation 3, Wii, 360 and PC and will be allocated our biggest ever marketing spend for a November release," continued Allcroft.

On top of its big release plans, signing new IP and

setting up a US office are all on the horizon for Lexicon Entertainment. The firm has recently sealed a two-year agreement with a Chinese firm to develop a new IP called *Match Men* as part of its plans to release up to 30 titles across DS and Wii in 2009.

"We are not kidding ourselves, we cannot compete with the EAs, Activisions or Ubisofts, but we can grow the company to a level of success and this is what we intend to do," added Allcroft.

distribution@  
lexiconentertainment.com

### [IN BRIEF]

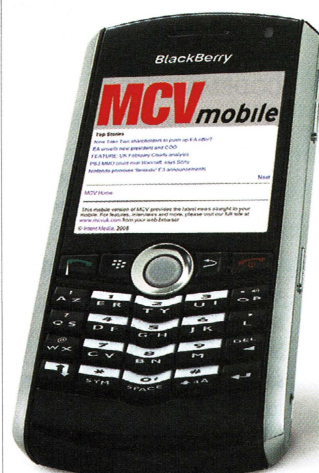
**NCsoft:** In conjunction with Omega Sektor, NCsoft Europe raised over £3,000 for charity at City Of Heroes: The Ultimate Heroic Weekend. The special Easter weekend gaming spectacular raised funding for EveryChild.

**VIVENDI:** Sierra, a division of Vivendi Games, announced the return of 50 Cent in the sequel *50 Cent: Blood on the Sand*. The original 50 Cent title was a multi-million unit seller.

**505 GAMES:** The European publisher has announced it is bringing RTS *Supreme Commander* to Xbox 360 later this year. The game won multiple awards when released on the PC. *Supreme Commander* is being co-developed with Hellbent Games.

**EA:** The casual branch of EA has announced *Zubo*, a new children's video game exclusive to Nintendo DS. Aimed at seven to eleven year-olds, *Zubo* is a music-based rhythm-action game.

**ZAPPIES:** The peripheral company is launching The Nunchuck Wireless Kit, allowing gamers to play games without being limited or restricted by the Remote to Nunchuck cable.



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## APPOINTMENTS EXTRA

# Sega restructures sales team, adds new recruits

New dual approach to focus sales separately on specialists and major multiples

by Christopher Dring

**SEGA HAS** split its sales team in two following the success of *Mario and Sonic at the Olympic Games*.

The split team will function with one part largely focusing on High Street, specialist and online retailers and the other on grocers and major multiples. As a result, Sega has made a trio of appointments.

Karl Johns has been promoted to become one of the two business sector managers, having spent four years with the company.

"Karl has been with Sega for over four years; his talents are widely known throughout the retail and publishing community and I'm delighted to announce his promotion to this new and exciting



**MOVIN' AND SHAKIN':** From left to right, Karl Johns, Jonathan Edwards, Sara Grover – the three main movers after Sega shuffled its sales deck into two distinct specialist and multiple teams

position," said Sega UK sales director John Clarke.

Johns is to be joined by Jonathan Edwards, the team's new national account manager. Edwards has previously worked as a games buyer, first at EUK and more recently at Tesco.

"The appointment of Jonathan to the sales team is a



significant one, he brings a level of experience and knowledge to Sega that will be unique," added Clarke.

"I fully expect Karl and Jonathan to make a formidable team and to move our business forward over the next twelve months."

Sega has also made new additions to its UK marketing



team, with ex-Eidos, Activision and Ubisoft exec Sara Grover joining as marketing director, covering Tina Moore's maternity leave.

Meanwhile Joanne Fawell has also recently joined the firm from Vivendi, accepting the position of senior product manager at Sega.

**Sega: 020 8995 3399**

## Midway promotes Howard



**MIDWAY GAMES** has promoted Nick Howard to the position of sales director for UK and distributed territories.

Howard has been working at Midway for four and a half years, and until his recent promotion had held the position of UK and Eire sales manager.

Managing director of Midway Europe, Martin Spiess, said: "Nick has been with the company for four and a half years as sales manager for UK and Eire. We have an extremely busy year ahead of us, and the entire sales team is looking forward to making this the most successful on record."

The new promotion follows the departure of Rob Gross, who was the previous head of sales for the PAL region.

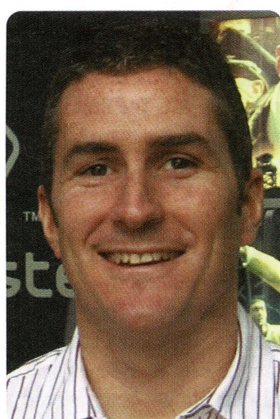
**Midway: 020 7382 7720**

# Codemasters recruits international hotshot

**CODEMASTERS** is strengthening its international business with the appointment of Hal Bame as director of the Distribution Territories division.

Bame has been recruited to the team following a successful five-year spell at Sony, where he worked as sales and marketing manager for the distributor markets.

Whilst at Sony, Bame developed the PlayStation business in Russia, Central and Eastern Europe, and most recently worked on the formation of Sony Computer Entertainment in Poland.



"The draw of Codemasters' portfolio makes this a thoroughly exciting opportunity for me," said

Bame. "The company has built upon its strong heritage and, in the past fiscal year, already seen international sales grow by an impressive 72 per cent."

Further appointments to the division include Felix Bradshaw, who has moved from his senior key account manager position to international sales manager. Bradshaw will be supported by Leasal Chapple-Hyam, Codemasters' long-standing international representative, who is now the firm's business operations executive.

**Codemasters: 01926 814132**

# Garland joins Gem

**DISTRIBUTOR GEM** is set to drive new business sales with the appointment of Lesley Garland as business development divisional manager.

Garland joins having worked in a number of challenging positions including promotions, events and recruitment. She starts at Gem with over ten years of sales experience.

Garland's main responsibilities at Gem will be to oversee several teams within the sales division. The first of the teams is the Focus team, which is dedicated to the needs of the small and medium sized retailers and resellers, and Garland will also oversee the AV team, which delivers Audio Visual solutions to Gem's account base.



**DRIVING NEW BUSINESS:** Lesley Garland joins distributor Gem

Building on Gem's success in business development, Garland will assist the company to understand market trends, seek new opportunities at retail and drive new business sales.

**Gem: 01279 822800**

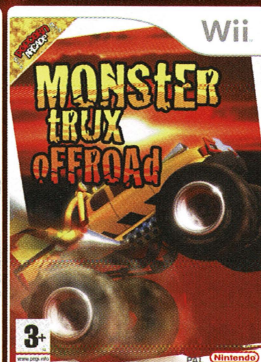
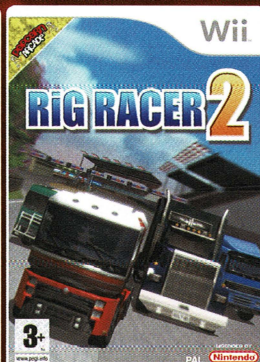
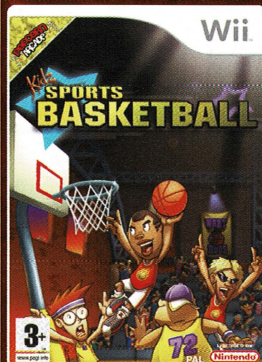
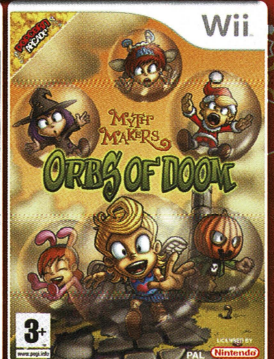
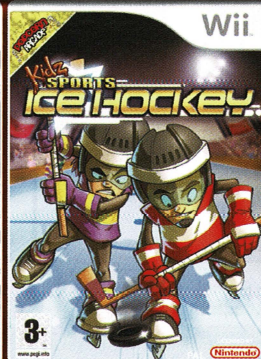
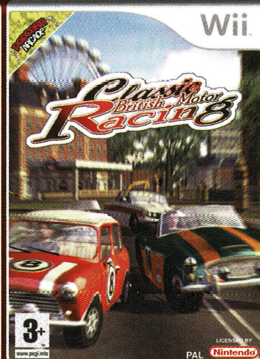
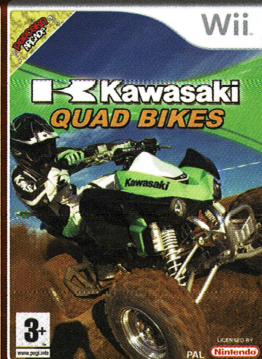


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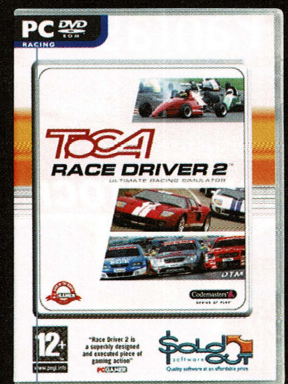
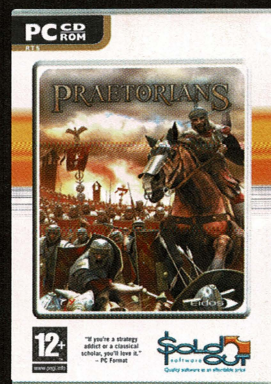
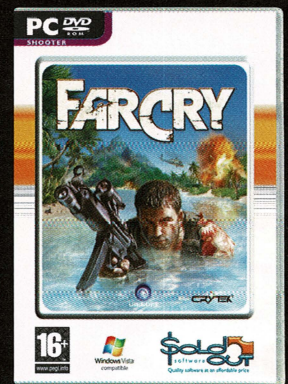
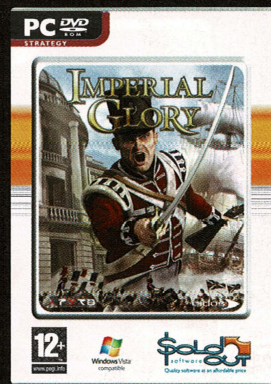
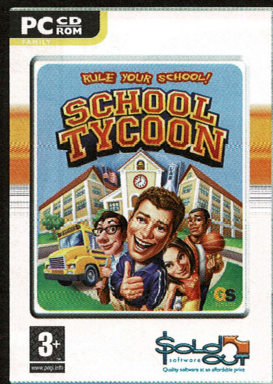
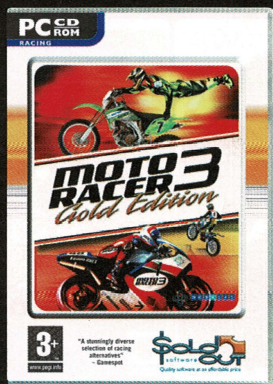
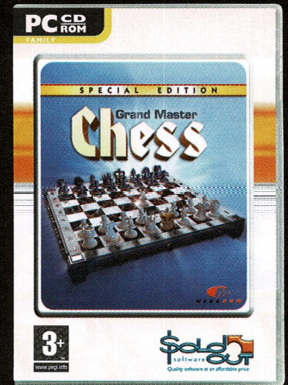
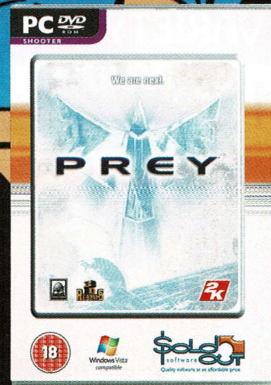
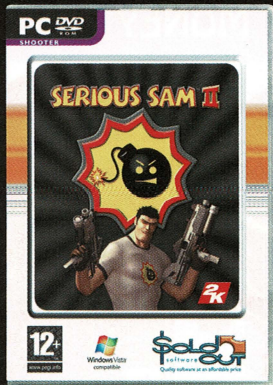
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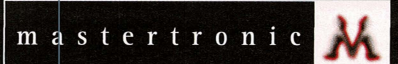
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## THE FUTURE OF GAMING?

# Vue to a thrill

A visit to the cinema might be more associated with hollywood blockbusters and awkward attempts at teenage romance, but that's about to change - **Neil Long** settles down with some popcorn to report...

IT'S ALMOST like a plot from a cheesy Lindsay Lohan flick. Gaming begins as the geeky outsider – but after some personal growth, important life lessons and no shortage of drama, it has suddenly emerged as the one everybody wants to take to the prom. And it'll probably get off with the strong-but-sensitive captain of the football team at the end.

Questionable movie metaphors aside, gaming's current boomtime has attracted much more than envious glances from other industries – it has prompted a swathe of fresh investment and, perhaps more importantly, ideas.

One of the more potentially fruitful of these was proposed by Vue this week – of bringing gaming out of bedrooms and living rooms and onto the big screen.

Forget your pricey high definition TV at home – gaming on a gigantic cinema screen with full-on surround sound has the potential to spawn a whole new industry, says Vue sales and marketing director Mark de Quervain.

"If we can get the industry to think about how to get people together in cinemas playing, it could open up a multi-million pound business," he tells MCV. "It can also make gaming appear much more sociable. We can bring movies and gaming together – the timing of games and cinema releases tends to be beneficial. The opportunity is as big as you want it to be."

So how would it actually work? Well, there are a number of ways to play on the big screen, says de Quervain.

"There's a huge opportunity for gaming in cinemas if it's done right. We could split the screen into 10-20 subsets and hold huge competitions. We can even connect cinema to cinema and have people competing from different parts of the world, or we can sell tickets to play by the hour or per the event. We've got good experience in using cinema to launch games – especially on the *Halo 3* launch – so we know it already works.

"There's a lot of opportunities here – all people have to do is embrace it.

**VUE OF THE FUTURE:**  
*Could gaming soon be moving from the home and into the cinemas?*



**“If we can get the industry to think about how to get people together in cinemas playing, it could open up a multi-million pound industry.”**

**Mark de Quervain, Vue**

"We've already had some interest from Sony, Microsoft and Ubisoft, and I think games like SingStar and Buzz would translate brilliantly to the big screen."

We've talked about the convergence of movies and gaming a lot in the past – but now, with the backing of a major cinema company, popping out for a quick spot of *Mario Kart* could, in time,

become as common as catching the latest Lohan odyssey.

And there's further potential here. As if a crowd of people sitting in front of a giant screen playing videogames didn't sound futuristic enough, de Quervain wants to take it a little further.

"We've recently introduced 3D movies and they've been a great, unique

experience – wouldn't it be great to introduce 3D games in cinemas? If the development community get behind the idea, this could really take off," he adds.

If the idea of playing a multiplayer game on a huge screen in full 3D with surround sound doesn't sound intriguing to you, you're dead inside. And you probably shouldn't be working in the games industry.

For now, it's a seed of an idea – and needs serious industry backing to come to fruition. But if it takes off and becomes a multi-million pound industry in a few years, remember where you read it first. And send us a cheque.



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## TEN YEARS OF TOM CLANCY

# The 50 million man

Ubisoft's massive Tom Clancy franchise has now shifted over 50 million units at retail - and in the year of its tenth anniversary too. **Neil Long** reports on the series that has become synonymous with Ubisoft - and what's next for the franchise going forward...

**CAN YOU GET** too much of a good thing? Depends what you think is a good thing. Clearly Amy Winehouse thinks smoking crack's a good thing, and look at the state of her.

For games retailers, sales and money are undoubtedly A Good Thing. And Ubisoft's series of military titles, under the umbrella *Tom Clancy* brand, have sold a phenomenal 52 million units worldwide - and counting.

Clancy's brand of manly military action might seem like all the other manly military action games out there. But there's a vital difference with the Ubisoft titles - sheer quality, says senior brand manager Phil Brannelly.

years later, still remains challenging and, with the dawn of 360 and PS3, more realistic than ever. The development of a robust online multiplayer feature, over time, has been another, more recent, core appeal to the game."

And let's not forget there's plenty of different strands to the Clancy series. While it hit the big time with *Rainbow Six*, we've since seen *Ghost Recon* and *Splinter Cell*, and then there's the forthcoming *End War* and *HAWX*.

"Strategically we will do everything we can to pace the release of *Tom Clancy* games. However, each title offers different experiences which can also appeal to different audiences," says

**TEN GLORIOUS YEARS:** *Splinter Cell*, *Rainbow Six* and *Ghost Recon* are three of Ubisoft's biggest franchises, all under the Clancy label

“Each Tom Clancy title offers different experiences which can also appeal to many different audiences.

**Phil Brannelly, Ubisoft**”

"You know what you're going to get with a *Tom Clancy* game when you stick your hand in your pocket to buy one. Set in a modern or near-future universe you will receive a realistic war, swat, spy and now flight experience where - in this believable universe - one has to use cunning and guile rather than Rambo-style tactics to get the best from the game."

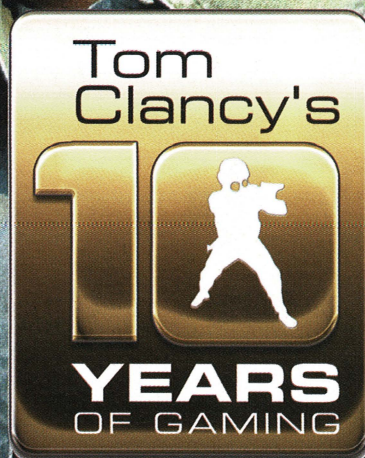
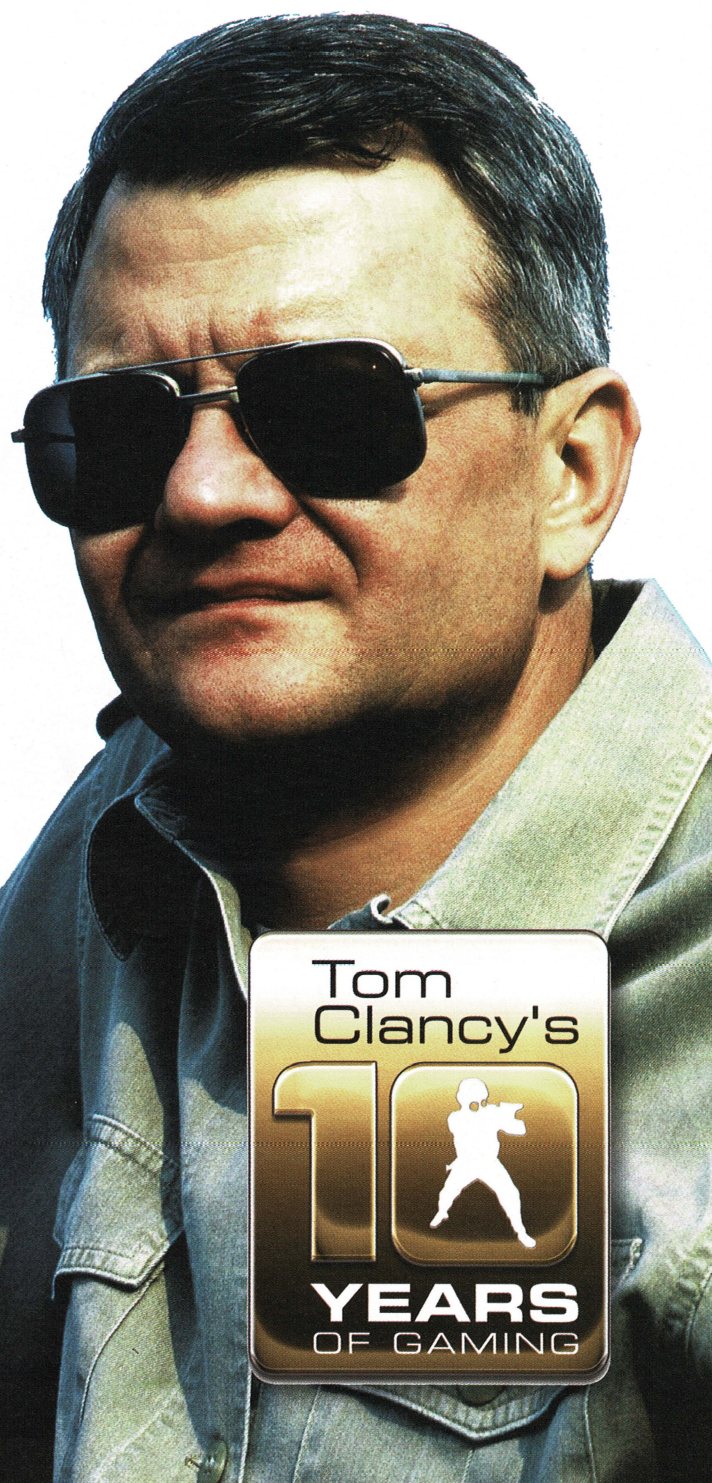
But now, in game franchise terms at least, the *Clancy* brand is a veteran, the real challenge now for Ubisoft is to keep things feeling fresh. But Brannelly's not all that concerned.

"In the early days *Rainbow Six* was all about one shot, one kill and strategically planning your mission before even a single shot had been fired. This really set the franchise apart from the competition and gave it a passionate and loyal fan base to build on. Of course as the brand and franchise grew, this gameplay style has been nurtured, but the likes of *Rainbow Six Vegas 2*, ten

Brannelly. "We always endeavour to innovate as well, and technically push the boundaries of hardware giving the gamer a new experience each time."

So what next? *End War* and *HAWX* are leading the way in the video games space, but after Ubisoft's €60m acquisition of the Tom Clancy name, there's movies and further merchandise on the way too.

Nintendo has Mario; Microsoft has Halo; Sega has Sonic. Ubisoft's figurehead franchise might be a little more grounded in the world of reality, but that hasn't stopped Tom Clancy from becoming a similarly lucrative brand. And through continually re-invigorating its themes, it can continue to underpin the French publisher's meteoric rise to prominence - just going to prove that you really can't get too much of a good thing.





## TEN YEARS OF TOM CLANCY

**KING OF THE SWINGERS:** *Rainbow Six Vegas 2* (pictured) is the latest in the Clancy franchise, with *EndWar*, *HAWX* and *Splinter Cell: Conviction* all on the horizon



### RED STORM: A HISTORY

Red Storm Entertainment was co-founded by Tom Clancy in 1996. Originally part of Virtus, the company released its first game - *Tom Clancy's Politika*, the first in the Power Plays series - in 1997. The label quickly gained a reputation for innovation with games like *Dominant Species*, one of the first 3D real-time strategy games.

However, it was with the genre-defining *Tom Clancy's Rainbow Six* in 1998 that the company created the series that firmly established Red Storm on the map. Developed alongside the best-selling novel of the same name, *Rainbow Six* introduced terms like 'one shot, one kill' and 'tango down' into the gamer lexicon.

Red Storm followed on the success of *Rainbow Six* with a mission pack, *Eagle Watch*, and then in 2000 with an award-winning sequel, *Rainbow Six: Rogue Spear*. Earning its reputation for hard-edged strategic gameplay and high-tech military accuracy, the company also expanded into turn-based strategy (*ruthless.com* and *Shadow Watch*) and military RTS (*Force 21*).



In 2000 the studio was purchased by Ubisoft. At the time of the sale, Red Storm was already hard at work on what would be the studio's next hit, a game that would take the tactical gameplay of *Rainbow Six* and turn it loose on the wide-open battlefields of the near future: *Tom Clancy's Ghost Recon*.

Released in 2000, *Ghost Recon* won multiple Game of the Year awards and kicked off another best-selling franchise.

In the year 2002 Ubisoft released *Tom Clancy's Splinter Cell*, re-defining the stealth and espionage genre. The game was developed by Ubisoft's Montreal studios, rather than Red Storm.

*Tom Clancy's Rainbow Six 3* was the first time that a R6 game was produced in a Ubisoft studio, using the producer of *Tom Clancy's Splinter Cell* and technical advice from the Red Storm Studio.

Since then several other *Splinter Cell* (*Pandora Tomorrow*, *Chaos Theory*, *Double Agent*) and *Ghost Recon* (*GR 2*, *GR Jungle Warrior*, *GR Island Thunder*) games have been released, including the BAFTA best game of the year winning *Ghost Recon Advanced Warfighter*.

More recently *Tom Clancy's Rainbow Six Vegas*, which was a huge hit and firmly rooted the game in both the hardcore and mainstream audiences, became one of the most played games on Xbox Live before *Halo 3* and *Gears of War* were released.





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Sessions served	304,870	242,537
Unique Visitors	215,754	163,712

## Alexa The Web Information Company

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### Traffic Rank Mcvuk.com: ?

Alexa traffic rank based on a combined measure of page views and users (reach)

1 wk. Avg.	3 mos. Avg.	3 mos. Change
48,533%	54,133%	↑ 10.818

### Page views per user for Mcvuk.com: ?

The number of unique page viewed per user per day for this site

1 wk. Avg.	3 mos. Avg.	3 mos. Change
1.5	1.6	↑ 7%

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## MONTHLY CHART ANALYSIS: MARCH

# Vegas lights up the March charts

March proved to be a major month for video game releases, with the likes of *Rainbow Six Vegas*, *Army of Two*, *Bully* and *Gran Turismo 5* leading the charge. **Christopher Dring** goes as mad as a March hare...

TOTAL SOFTWARE BY LABEL (units)	TOTAL SOFTWARE BY LABEL (value)	TOTAL SOFTWARE BY COMPANY (units)	TOTAL SOFTWARE BY COMPANY (value)
Nintendo .....10.4	Sega .....10.7	Electronic Arts .....12.2	Electronic Arts .....14
Sega .....9.5	EA Games .....10.1	Ubisoft .....11.9	Ubisoft .....12.2
EA Games .....8.9	Nintendo .....9.5	Nintendo .....10.5	Sega .....10.8
THQ .....6.6	Microsoft .....7.2	Sega .....9.9	Nintendo .....9.6
SCE .....5	THQ .....6.3	THQ .....7.1	Microsoft .....7.2
Ubisoft .....4.9	Red Storm .....5.7	SCE .....5.2	THQ .....6.5
Microsoft .....3.8	Ubisoft .....4.4	Activision .....5.1	Activision .....5.7
Red Storm .....3.7	SCE .....4.4	Take Two .....4.3	SCE .....4.5
Activision .....3.6	Activision .....4.2	Microsoft .....4	Take Two .....3.6
EA Sports .....2.9	EA Sports .....3.7	Symantec .....2.5	Symantec .....3.3

SEGA HAS finally made it to the top of the Total Software by Label (value) charts, and is snapping at the heels of Nintendo in terms of units too. These sales have been driven primarily by the continued presence of *Mario and Sonic at the Olympic Games* in the All Formats Charts, which is number one for the month of March. Sega can be found elsewhere in the charts too, with *Sonic and the Secret Rings*, *Sega Superstars Tennis*, *Football Manager 2008* and *Sonic Riders: Zero Gravity* all charting this month.

Also new for March is Ubisoft's Tom Clancy label Red Storm, which returned following the massive success of *Tom Clancy's Rainbow Six Vegas 2*. Sony has also jumped back into the label charts with its speedy, realistic racer *Gran Turismo 5: Prologue*. Activision's place in the charts has taken a battering however, with the company slipping four places. This is in spite of the fact that *Call of Duty 4* and *Guitar Hero III* continued to perform well all month.

ELECTRONIC ARTS has reclaimed the top spot from Nintendo this month despite losing market share in terms of both units and value. *Army of Two* was a big winner for EA, charting at four in All Formats Top 50, whereas *FIFA 2008* continued to perform well at eight. *FIFA Street 3*, *The Sims 2: Freetime* and *The Simpson Game* also performed well for the publisher.

However, Ubisoft saw the biggest change during February, boasting a four per cent market increase with the release of *Tom Clancy's Rainbow Six Vegas 2*. The game reached second in the All Formats Top 50, which is all the more remarkable when you consider it was only released towards the back end of the month.

Sony's return to the Total Software by Company charts, combined with an improved performance for Take Two, has marked an end for Capcom and Disney's stay. Both publishers had done well in February, with the release of *Devil May Cry 4* and *Turok*. And finally, Nintendo's market share has dipped, dropping as they do to third.

FULL PRICE FORMAT SHARE (units)	FULL PRICE FORMATS SHARE (value)	BUDGET FORMAT SHARE (units)	BUDGET FORMAT SHARE (value)
Xbox 360 .....23.1	Xbox 360 .....25.6%	DS .....30.6	DS .....35.9
Wii .....18.5	Wii .....18.5%	PC .....21	Wii .....19.4
PC .....17.1	PC .....18.5%	Wii .....16.7	PC .....11.4
DS .....16.7	PS3 .....18.3%	PS2 .....12.3	PS2 .....11.6
PS3 .....16.4	DS .....12.9%	PSP .....7.3	PS3 .....7.5
PSP .....4.2	PS2 .....2.7%	Xbox 360 .....6.2	Xbox 360 .....7.2
PS2 .....3.8	PSP .....3%	PS3 .....5.6	PSP .....6.8
Apple Mac .....0.2	Apple Mac .....0.5%	Others .....0.3	Others .....0.1

MICROSOFT's machine is back at the top of the Full Price Formats Share chart at the expense of the Wii. Aside from Rockstar's *Bully: Scholarship Edition*, Nintendo's platform saw very little in the form of new releases, with many big games such as *Wii Fit* and *Mario Kart* released this month.

The Xbox 360's success is down to a host of multiformat releases. *Tom Clancy's Rainbow Six Vegas 2* was released on PS3 as well, however 77 per cent of sales were on Microsoft's format. New releases such as *Army of Two*, *Bully* and *Frontlines: Fuel of War* also helped increase Microsoft's full price market share for March, as did the continued success of *Call of Duty 4: Modern Warfare*.

Interestingly, PS3's full price share dropped this month, despite a large spike in hardware sales. This is also in contrast to the budget chart (see right), which saw the PS3 make an impact for the first time. The Nintendo DS also fell this month with few new releases for the handheld machine. And there's good news for PC, which saw a slight increase over February in terms of market share.

THE BIGGEST change in the Budget Formats Share chart is the inclusion of the PlayStation 3. This is all down to the release of *Gran Turismo 5: Prologue*, which was priced at just £25, with many retailers only charging £20. Retailers also offered a series of good PS3 bundle deals, reducing the value of many PlayStation 3 games.

The Wii has also increased its market share in the budget market, with many Wii budget games featured in the All Formats Top 50. These include the likes of *Carnival Funfair Games* and *Game Party*, as well as *Wii Play*, which is treated as a budget game because of the Wii Remote that comes bundled with it.

March also saw a further dip for PC, which had controlled the budget charts in previous months. The PC suffered a 2.7 per cent market share drop in terms of units and a drop of 2 per cent in terms of value, despite a constant flow of budget PC games. This is primarily down to the increased share from the Nintendo DS, which continued its hold on the top spot due to the likes of *Brain Training*, which is sitting in fourth in the All Format Top 50.



[SOURCE]

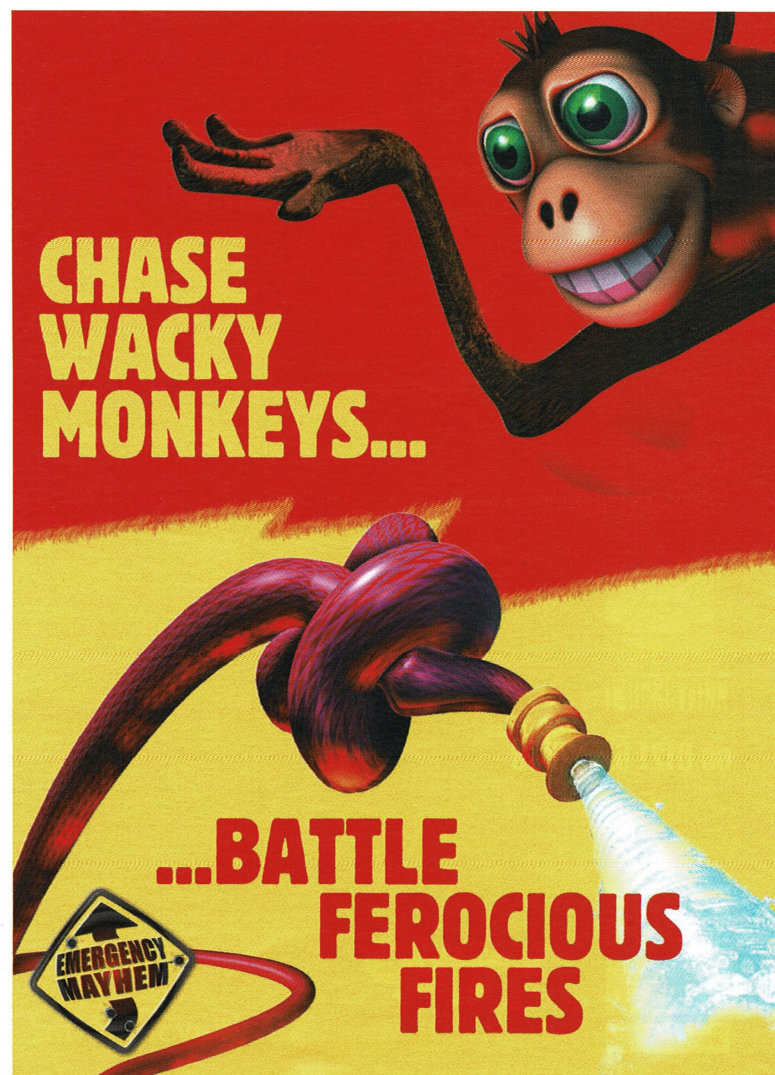
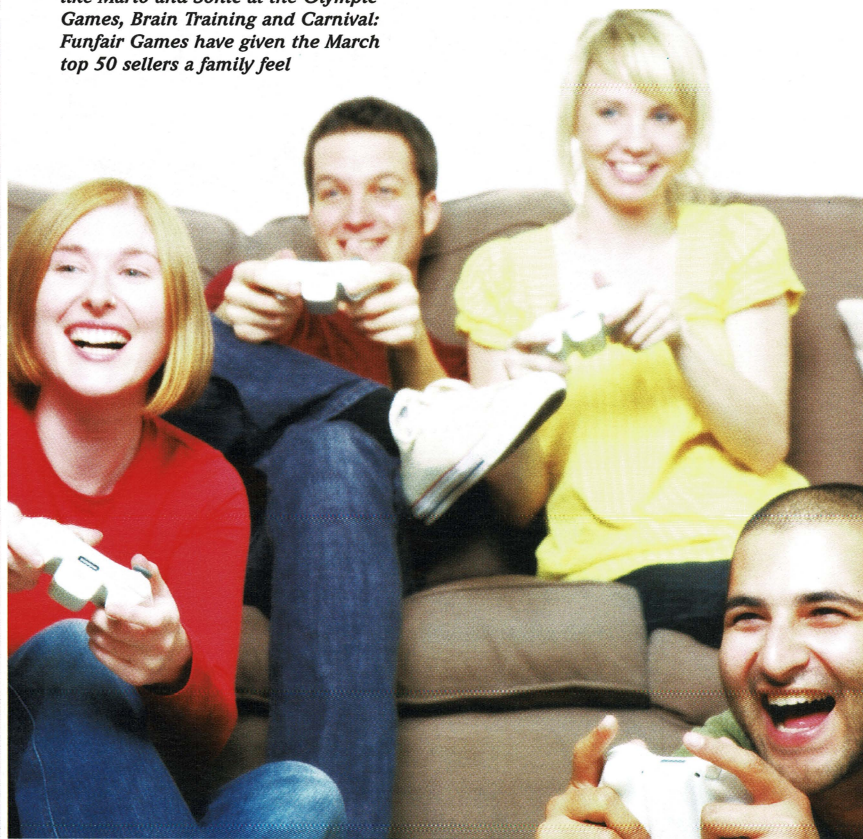


(c) ELSPA, Compiled by ChartTrack

## ALL FORMATS TOP 50: MARCH

1. **Mario & Sonic and the Olympic Games** Wii, DS .....Sega
2. **Tom Clancy's Rainbow Six: Vegas 2** 360, PS3 .....Ubisoft
3. **Dr. Kawashima's Brain Training** DS .....Nintendo
4. **Army of Two** 360, PS3 .....EA
5. **Gran Turismo 5** PS3 .....SCE
6. **Call of Duty 4: Modern Warfare** PS3, Xbox 360, PC, DS .....Activision
7. **Pro Evolution Soccer 2008** Xbox 360, PS3, PS2, Wii, PSP, DS, PC .....Konami
8. **Guitar Hero III: Legends of Rock** Xbox 360, PS2, Wii, PS3, PC .....Activision
9. **Carnival: Funfair Games** Wii .....Take Two
10. **Bully: Scholarship Edition** Xbox 360, Wii .....Rockstar
11. **FIFA '08** PS3, Xbox 360, PS2, PSP, Wii, DS, PC .....EA
12. **Frontlines: Fuel of War** Xbox 360, PC .....THQ
13. **Cooking Mama 2** DS .....505 Games
14. **Game Party** Wii .....Midway
15. **More Brain Training** DS .....Nintendo
16. **Lost: The Videogame** Xbox 360, PS3, PC .....Ubisoft
17. **Wii Play** Wii .....Nintendo
18. **Lost Odyssey** Xbox 360 .....Microsoft
19. **FIFA Street 3** Xbox 360, PS3, DS .....EA
20. **Ratatouille** Wii, DS, PS2, PSP, PS3, Xbox 360, PC .....THQ
21. **The Simpsons Game** PS2, PS3, Xbox 360, PSP, DS, Wii .....EA
22. **The Sims 2: Freetime** PC .....EA
23. **Sight Training** DS .....Nintendo
24. **Ben 10: Protector of Earth** PS2, DS, PSP, Wii .....D3P
25. **New Super Mario Bros.** DS .....Nintendo
26. **Assassin's Creed** PS3, Xbox 360 .....Ubisoft
27. **Need for Speed: ProStreet** PSP, PS2, PS3, Wii, Xbox 360, DS, PC .....EA
28. **Professor Kagayama's Maths Training** DS .....Nintendo
29. **Burnout Paradise** PS3, Xbox 360 .....EA
30. **Sega Superstars Tennis** Wii, DS, Xbox 360, PS3, PS2 .....Sega
31. **MX Vs ATV Untamed** Xbox 360, PS3, PS2, PSP, DS, Wii .....THQ
32. **Warhammer: 40,000: Dawn of War Soulstorm** PC .....THQ
33. **Tiger Woods PGA Tour '08** Wii, PS3, Xbox 360, PSP, PS2, DS, PC .....EA
34. **Devil May Cry 4** Xbox 360, PS3 .....Capcom
35. **WWE Smackdown Vs Raw 2008** PS2, Wii, PSP, DS, Xbox 360, PS3 .....THQ
36. **42 All Time Classics** DS .....Nintendo
37. **Football Manager 2008** PC, PSP, Xbox 360 .....Sega
38. **LEGO Star Wars: The Complete Saga** DS, Wii, PS3, Xbox 360 .....LucasArts
39. **Unreal Tournament III** PS3, PC .....Midway
40. **Sonic and the Secret Rings** Wii .....Sega
41. **PDC World Championship Darts** Wii, PS2, PC .....Oxygen
42. **Turok** Xbox 360, PS3 .....Disney
43. **Sonic Riders: Zero Gravity** Wii, PS2 .....Sega
44. **Big Brain Academy** Wii .....Nintendo
45. **Cooking Mama** DS, Wii .....505 Games
46. **Uncharted: Drake's Fortune** PS3 .....SCE
47. **Mario Kart** DS .....Nintendo
48. **Halo 3** Xbox 360 .....Microsoft
49. **Imagine: Babies** DS .....THQ
50. **Mysims** Wii, DS .....EA

**KEEPING IT IN THE FAMILY:** Titles like *Mario and Sonic at the Olympic Games*, *Brain Training* and *Carnival: Funfair Games* have given the March top 50 sellers a family feel





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## MANUFACTURING SERVICES: DUPLICATION

# Clone Rangers

As Blu-Ray emerges as the dominant force in high-definition formats, the duplication industry is readying for change. **Christopher Dring** investigates the ever-evolving world of disc replication...



**COPYCATS:** Blu-Ray is the next big thing in duplication, say the industry's top players

**SO YOU'VE** grappled with the finer points of game design, suffered the localisation process and now you're ready to unleash your game upon the unsuspecting world. What next?

Well, unless your game happens to be a new-fangled downloadable title, it falls into the hands of those experts in replication and duplication, the people entrusted to make sure your game can top the all formats charts.

Being the all-important link between the publisher and the retailer's shelves is no easy task, and the duplication world changed when HD-DVD quit the high-definition format war in February.

"The Blu-Ray victory has been one of the most significant developments in replication," says Dischromatics sales and marketing director Gareth Spencer.

Indeed it has, and Dischromatics is not the only firm to have noticed. Everyone in the duplication world is ready for Blu-Ray's impending growth.

"Our main focus over the last year was the installation and development of the Blu-Ray technology," comments Sonopress CEO Sven Deutschmann. "It certainly brings new opportunities to the games market, such as high resolution."

Technicolor's executive vice president Chuck Parker agrees Blu-Ray should be

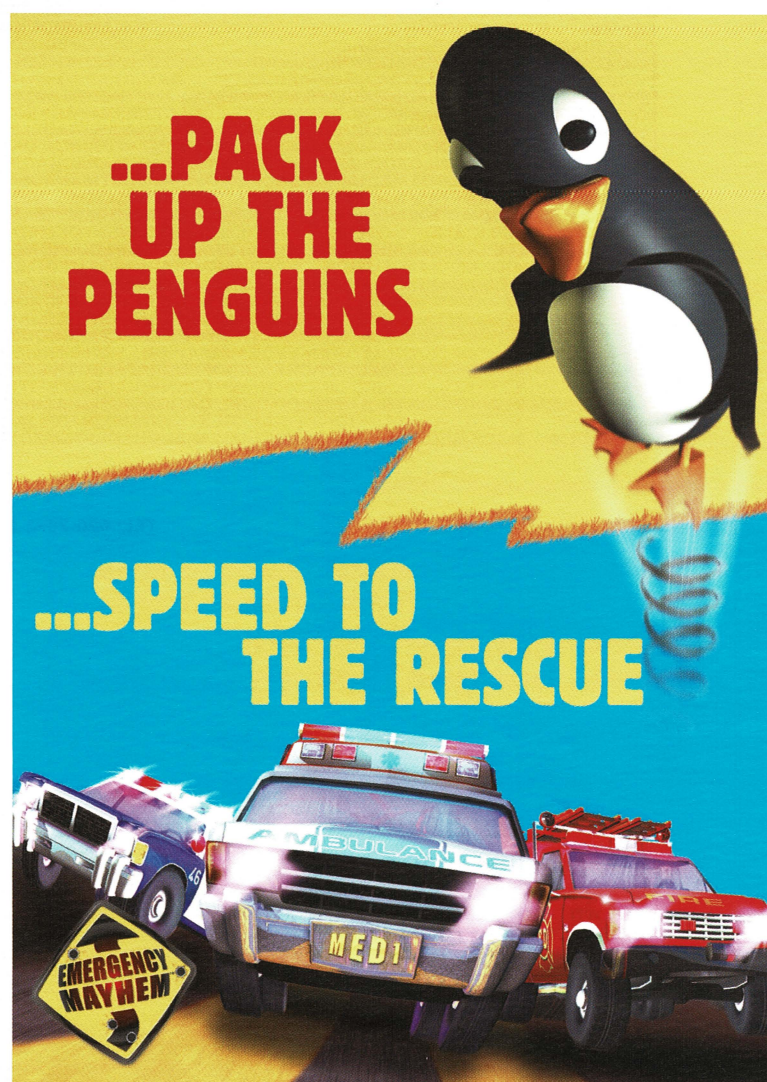
the main focus: "One of the biggest challenges is providing a full chain solution at the right price as we transition to Blu-Ray – with customer service, a full range of services and an ability to evolve with the technology."

The rise of Blu-Ray indicates a prosperous future for the replication industry, but despite the demise of HD-DVD there is still a threat to Blu-Ray, and indeed to the entire disc industry.

"Inevitably, digital downloads means less purchasing and manufacturing of physical discs," says Spencer. "I think it is important to embrace the online world rather than shunning it or burying our heads in the sand, which could lead to a consumer backlash."

Parker agrees that digital distribution needs embracing: "Technicolor has made a significant investment into the back-end infrastructure to capture the transition from physical to digital delivery, by creating an electronic distribution service that enables the monetisation of the digital delivery of video, audio and game content."

The year ahead promises to deliver more changes, but with Blu-Ray and digital downloads already on the minds of the big players, the replication world is proving its adaptability.





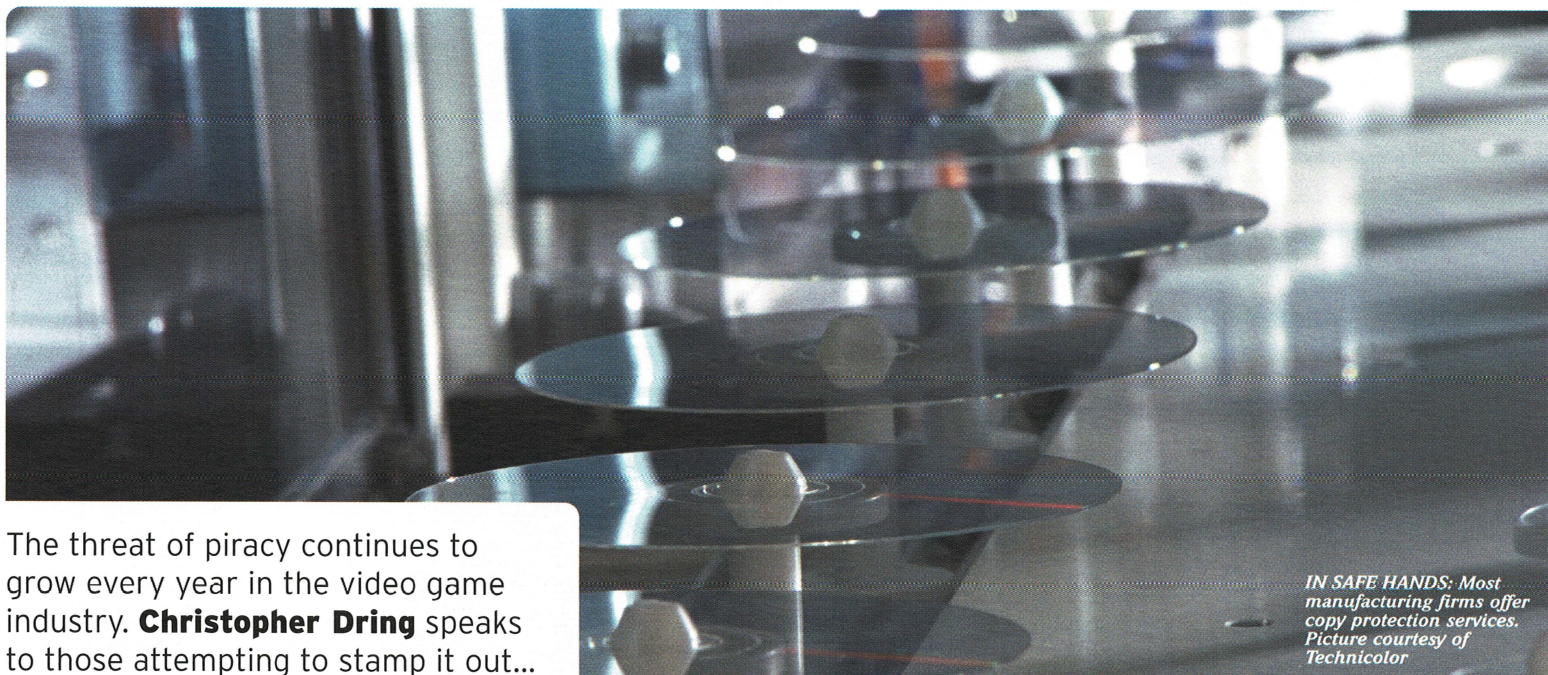
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## MANUFACTURING SERVICES: COPY PROTECTION



The threat of piracy continues to grow every year in the video game industry. **Christopher Dring** speaks to those attempting to stamp it out...

*IN SAFE HANDS: Most manufacturing firms offer copy protection services. Picture courtesy of Technicolor*

# To protect and serve

**WE'VE HEARD** the story before. Every time a major artist releases a record or film that doesn't perform well, they blame it on them damn dirty pirates.

And I don't mean those loveable, swash-buckling bandits, but those spectacle wearing screen addicts who are often found in bed with their file sharing software and torrent websites.

However, in the world of video games, piracy is a major problem, particularly for the PC gaming industry, and that's where the copy protectors come in.

Major players in the manufacturing trade are continuing to develop the sophisticated technology used to stop the pirates in their tracks. However, copy protection comes with its own unique problems:

"One of the biggest challenges to copy protection is making it as invisible and non-intrusive to the end user and ensuring it can be smoothly integrated into the programme either during or post development," says OK Media's managing director Doron Garfunkel.

"Programmes such as Steam are changing the way this happens as more and more products need online registration to play. We are also seeing a trend of new full price products being protected as standard whilst more

budget products released without protection to keep costs down."

New copy protection methods are emerging all the time. Sonopress has its effective mbargo system, which monitors infringements within file sharing networks, whilst a new system has been developed for the Blu-Ray.

"One of the major changes has been the development of the AACS copy-protection system for Blu-Ray discs," adds sales and marketing director of Dischromatics Gareth Spencer. "Without this 'key' a disc will not function inside a player. This is undoubtedly a great boost for those people seeking to eliminate piracy in the market."

"Piracy will always be a problem," adds Garfunkel. "However, the combined efforts of FACT, ELSPA and IPFI are, we believe, finally having the worthwhile effect of stigmatising people against piracy."

Dischromatics also has big ideas regarding how to combat the pirates: "There are still people who will copy discs, or illegally file-share media, and the challenge we face, along with other manufacturers, producers and publishers, is to combat this either by prosecution, copy-protection systems, or by providing incentives to purchase the original product," concludes Spencer.

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# Bring your creation to life...

It has taken dedication and valuable resources develop and publish your new games titles and at Sonopress we apply this same dedication to the manufacturing process: from mastering, replication, packaging and fulfilment through to distribution. We have been in the business of providing media manufacturing solutions for 50 years, and in this time we have established 19

manufacturing locations worldwide, enabling us to meet publisher's requirements for project management experience and capacity on a global basis. The range of formats Sonopress can produce includes: Xbox360®, PC CD and PC DVD replication and Nintendo DS™ and Wii™ packaging and fulfilment.

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**PC DVD-ROM**

**PC CD-ROM**





## COMPANY PROFILES: DUPLICATION AND COPY PROTECTION

# Sonopress



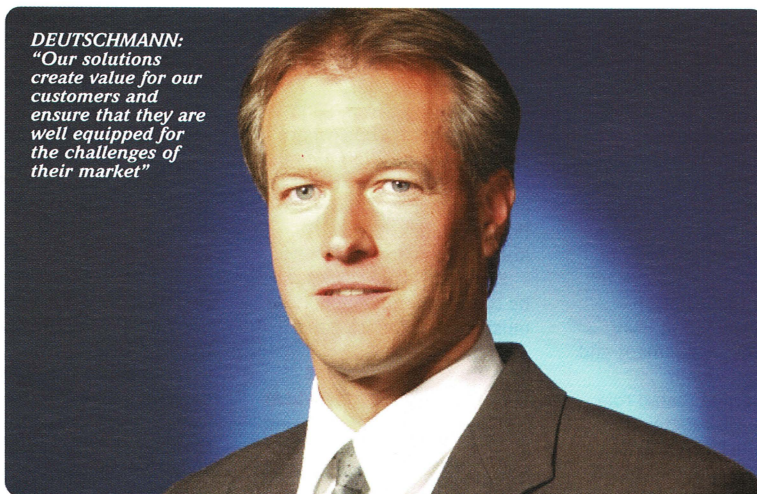
After half a century of success, Sonopress is looking to the future by building on their global network of media manufacturing, delivery and supply chain solutions. **Christopher Dring** takes a closer look...

WITH ALMOST 50 years of experience under its belt, Sonopress has developed a reputation of being a leading provider of media manufacturing, delivery solutions and supply chain services. And one of the firm's biggest strengths is in offering integrated and customisable solutions for all sized clients.

"More and more games customers demand integrated solutions, including every step of the value chain, from pre-mastering, replication, fulfilment, distribution and supply chain management, financial services and electronic content distribution," says Sonopress EMEA CEO Sven Deutschmann.

"Our solutions create value for our customers and ensure that they are well equipped for the challenges of their

**DEUTSCHMANN:**  
"Our solutions create value for our customers and ensure that they are well equipped for the challenges of their market"



market. In addition, many clients require a global network for their international product releases. In this regard, Sonopress is well-positioned and present on all five continents with

production sites in 18 countries."

The firm, which is part of Bertelsmann, is currently undergoing its own series of changes, including an improved strategy and name change.

"This month, Sonopress will change its name to Arvato Digital services and form one of four business divisions of Arvato," continues Deutschmann. "In line with Arvato's strategy of offering integrated solutions to customers all over the world, the new division's service chain will cover post-production, replication, fulfilment, distribution and supply chain management, financial services and electronic content distribution."

Deutschmann summed up the Sonopress strategem for the future: "This entire process chain is supported by end-to-end IT systems. The new strategy corresponds to the requirements of international customers in the video, audio, games and IT and technology sectors to increasingly buy integrated service packages."

# OK Media



With a huge increase in demand, OK Media is expanding. New premises, new facilities, a recruitment drive and turnover growth mean OK Media is set for a bright future. **Christopher Dring** reports...



A-OK: Doron Garfunkel, UK managing director for OK Media

**OK MEDIA** is one of the largest and most experienced fulfilment service providers out there. The firm presses, prints, assembles and dispatches hundreds of thousands of CDs and DVDs every day, and the firm can even incorporate just about any copy

Doron Garfunkel, OK Media's UK MD, filled us in: "We had 46 per cent turnover growth in the UK last year, and are presently recruiting new staff and shortly moving into bigger premises in London." Doron went on to explain some of the recent changes.

**" We had 46 per cent turnover growth in the UK last year, we're presently recruiting new staff and we're moving into bigger premises. "**

**Doron Garfunkel, OK Media**

protection system onto discs. It also offers to assemble all types of packaging, from Jewel cases to wooden boxes.

All of this has helped OK Media grow over the past year and the company is setting in motion its plans for further expansion.

"We have recently invested in a new fulfilment, warehousing and distribution facility in Germany near our main production factories. This offers storage of up to 16,000 pallets, allowing us to store both finished product and components on behalf of our clients.

"Our logistics facility is also growing rapidly as we are shipping direct to retail in Germany for a number of key accounts, reducing their costs and the time taken to get stock to market."

"Furthermore, we have increased our staffing levels in our manual packaging department as demand for special product has increased dramatically in recent months. We have also invested in four new machines over the last year increasing our daily capacity to almost half a million CDs and DVDs per day. And finally, we are now offering print and packing services for Nintendo DS products."

With flexibility, speed, quality and service a high priority at all stages of production and for every customer, OK Media has grown hugely over the past 50 years and that growth looks set to continue.



## PERSONNEL

# Gamestation bolsters team

Disney recruits O'Leary ● Penn joins Future Australia ● Rodriguez is new Lucas head ● Atari appoints CEO



**NEW ROLE:** Thompson is all set to oversee the firm's entire product operations

**GAMESTATION:** The High Street retailer has promoted **ANDREW THOMPSON** to the role of product director.

Thompson has been working at Gamestation since 2003, and has held a variety of positions including head of commercial operations, head of supply chain and head of Gamestation Direct. Prior to working at Gamestation, Thompson worked at HMV within store management and in the product team.

In this newly-created role, Thompson will oversee the entire product operations, with the new and pre-owned teams reporting to him. He will also work closely with the firm's operations team to develop Gamestation's multi-channel product strategy.

**DISNEY:** **AMANDA O'LEARY** has joined Disney Interactive Studios' EMEA marketing team as product manager.

O'Leary joins from Sega Amusements Europe, where she held the position of brand manager. She has also worked as brand manager for other firms, including Vivid Imaginations and Radica.

Her first responsibility will be to the recently announced music title, *Ultimate Band*.



**FUTURE AUSTRALIA:** The magazine publisher has recruited **KARL PENN** as its new managing

director, after spending two years as group publishing director at the company.

The former Haymarket, VNU and Derwent Howard media man has over 20 years experience in the trade and will be looking after Future Australia's magazine portfolio, including *T3*, *Xbox 360: The Official Magazine* and *Windows Vista: The Official Magazine*.

**LUCASARTS:** The firm has named its new president - current COO of Electronic Arts Los Angeles **DARRELL RODRIGUEZ**.

Rodriguez has previously contributed work to EA franchises such as *Medal of Honor*, *The Lord of the Rings: Battle for Middle-Earth*, *SSX* and *Command & Conquer*.

**ATARI INC:** The North American firm has appointed **JIM WILSON** as its new CEO.

Wilson joins from Sony BMG's home entertainment business, Sony Wonder. He has previously held posts as president of Universal Interactive and as EVP/general manager of worldwide studios for Vivendi Universal Games.

Wilson replaces **CURTIS G. SOLSVIG III**, who became CEO of Atari Inc last year.



**CAPCOM:** The publisher has announced the appointment of **GARETH EVANS** as the firm's new UK and Ireland national account manager. Evans joins the firm from Konami.

In addition, the publisher has promoted **ANDY DAVIS** to head of sales UK and Ireland.

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Implementing cross-media publicity activities for all games, Developing strong relationships with UK Specialist Gaming Media, Coordinating with top management in order to ensure the execution of all PR activities align with the strategy and goals of the company

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- BA/BSc degree preferred
- Ability to adapt to a rapidly changing environment
- Strong and effective communication skills when dealing with people from within and outside of the company

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Product Manager - Mobile	£Neg	London
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## Xbox Marketing & Business Executive

Are you passionate about the games industry?

Do you have excellent communication skills and a drive to learn and achieve more?

If you have a strong background in marketing and/or gaming then this could be a fantastic opportunity for you. Brook Street is currently seeking a candidate with a pro active nature for a 12 month contract for services to be based at the Microsoft UK offices in Thames Valley Park, Reading.

In this 12 month assignment you will be assisting the Microsoft Senior Regional Marketing Manager in supporting the Western Europe countries to drive the Interactive Gaming Business (IEB) division. You will be working on a range of projects including the Xbox 360 console and games, accessories, Xbox Live and Games for Windows.

Your core responsibilities will be:

**Marketing Management and Support** - helping various teams meet or beat targets, ensuring information flow is optimized to achieve results.

**Business Reporting** - Providing reports for the different gaming business units, analyzing information to forecast deviations from budget, identifying opportunities and highlighting risks.

**Market Intelligence** - Translate market intelligence information into strategic recommendations to improve business performance and marketing ROI, drive ongoing analysis of market trends, customer trends and competitive trends to be used during the marketing campaign planning process.

You will work within the Western Europe team on a virtual team basis. This will require you to have excellent verbal and written communication skills, strong competence with Microsoft Office and a high level of attention to detail.

To succeed in this role you will need to understand and evangelize the benefits of the products and services the team delivers. You will win the trust and respect of the teams you work with through demonstrating a robust understanding of the business, a reputation for quality delivery, a drive for results, willingness for co-operation and respect for the customer in all parts of the role. You will need to be objective and learn from your activities, being aware of what was done well and what can be improved.

The salary will be up to **£30,000** per annum and comes with discounted gym membership, use of health facilities, access to online learning and training, free parking and an excellent subsidised restaurant

To apply for this role or for further information please call **Lucy Edwards** of Brook Street today on **01189 093410** or email: **i-lucyed@microsoft.com**

Brook Street is unreservedly committed to equality of opportunity in employment. (emp agy)



XBOX 360

BROOK STREET

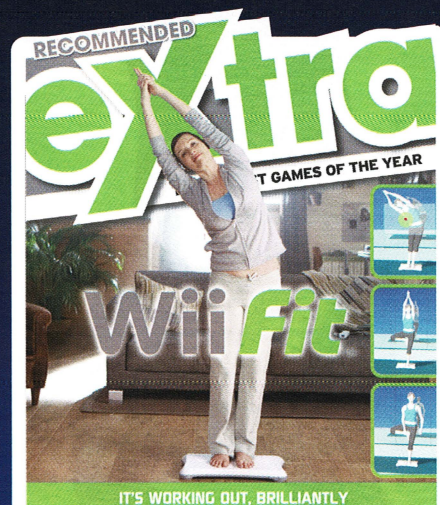


# RETAIL ONLY

It's time to pump up the balls and practise your volleys as Europe's finest footballing stars battle it out against each other in UEFA Euro 2008. But can we get England to qualify this time?



UEFA  
**EURO**2008  
Austria-Switzerland



#### WITH THIS ISSUE:

MCV limbers up with *Wii Fit* in our Recommended Extra this week...

#### ALSO THIS WEEK:

**MAD RANGE** P34  
The Mastertronic MAD range gets released into the PC community

**SECRET FILES: TUNGUSKA** P36  
The classic point and click adventure comes to the DS and Wii

**NEW RELEASES** P37  
Stay ahead of the game with your guide to the new releases for the upcoming weeks

**HIGH STREET** P38  
MCV is on its way to Wembley to bring you updates from the frontline

**CHARTS** P40  
This week's chart update, plus analysis and more from MCV and ChartTrack



## RECOMMENDED



UEFA  
**EURO**2008  
Austria-Switzerland



There's only one way you'll see England, Scotland or Wales in Euro 2008 this year, and that's through EA's official game. **Jonathon Harker** dons his kit and goes football crazy...

1966 and all that? Well not exactly, it's actually 2008 and the grim reality of England missing out on Euro 2008 this summer has been a bitter pill to swallow. But the nation is coming to terms with the setback and, with a shiny new manager, it's fair to say a shade of optimism has returned.

With a proven track record, Capello is a great prospect, and it makes you wonder how England would have fared had he been in charge for the Euro 2008 qualifiers. Now it is time to right those footballing wrongs and take England to the final in Electronic Arts' *UEFA Euro 2008*, the official video game of the upcoming tournament, which is due for release next week.

Players can pick from over 50 European teams and lead them to cup glory by playing in the official stadiums of the tournament. Gamers begin from the start of the qualification campaign,

game be affected by England's no show in Euro 2008? EA believes that the game might actually help soften the blow for England fans. "In spite of the fact that none of the home nations are

“



*The game should give England and home nation fans the chance to get their own back.*

**Dan Holman, EA**

”

so there's plenty of scope to clear up some of those footballing gaffes England made in qualification.

This does lead us to a crucial question though: how will sales of the

in the tournament, there is still significant interest in the launch of the game in the UK and Ireland," says Electronic Arts' UK marketing manager Dan Holman.





◀ **WORLD STADIUM:**  
Gamers must play in  
all the biggest  
stadiums in order to  
lift the Euro 2008  
trophy

Holman points to some of the key features of the game that will put gamers in control of England's footballing destiny: "There are some amazing new features in the game, not least the 'Battle of Nations' mode which can be played online. That should give England and home nation fans the chance to get their own back."

That new Battle of Nations feature incorporates an online quest for global footballing supremacy. Players earn points in their quest for worldwide dominance, with the biggest gains to be had by causing upsets against the stronger international teams.

The phrase 'dynamic rain and mud' may seem more suited to a game set in

the UK, but the weather plays its vital role in *UEFA Euro 2008* matches, authentically created in order to affect player reactions.

In fact, attention to detail, accuracy and real-world experience have been taken very seriously whilst making the title, as lead producer Simon Humber explains: "We have taken the football engine to another level and added innovative new features to create a video game that captures and simulates the real-world experience and all the emotion of this tournament."

EA Sports' football engine has indeed been boosted in all sorts of ways. The extra work has all helped make the franchise faster paced and more

responsive than before. Other new additions include enhanced collisions, trapping and goalkeeper AI.

#### YOU THINK IT'S ALL OVER?

Another new aspect comes in the form of the Captain Your Country game mode, which allows gamers to put themselves on the pitch to earn the captaincy of their team and inspire them to Euro 2008 glory. This new mode provides players the opportunity to customise their very own character, and even craft them in their own image – once this is done they can then place their character in the game to play along side the likes of Wayne Rooney, Steven Gerrard and David Beckham.

**RELEASED:** APRIL 18  
**FORMATS:** 360, PS3, PC, PSP  
**PUBLISHER:** EA  
**DEVELOPER:** EA CANADA  
**PRICE:** VARIOUS  
**DISTRIBUTOR:** CENTRESOFT  
**CONTACT:** 0121 625 3388

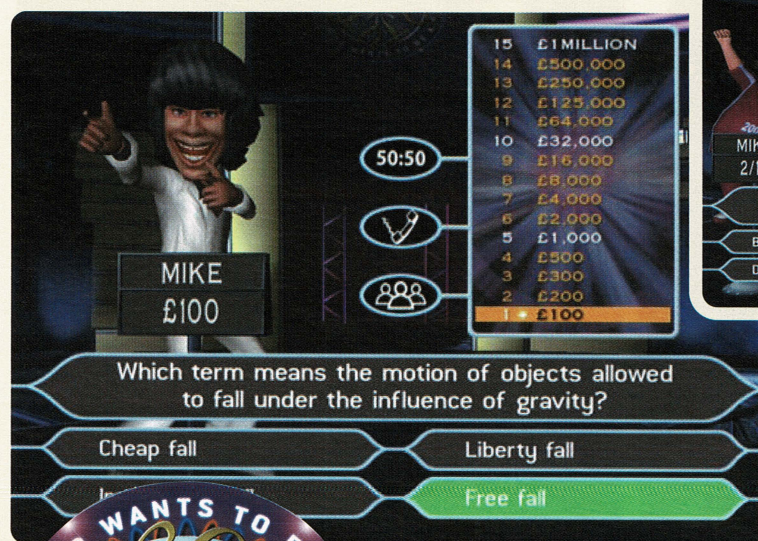
*UEFA Euro 2008* even gets the gamer involved in interactive goal celebrations, giving players the chance to put their own spin on those classic routines.

While the nations of Europe prepare to do battle for the ultimate European accolade, *UEFA Euro 2008* gives the gaming world the chance to right the wrongs of England being knocked out, and there's no need to wait until June to get started. So, it may not be 1966 and all that, but 2008 can still be full of footballing excitement.



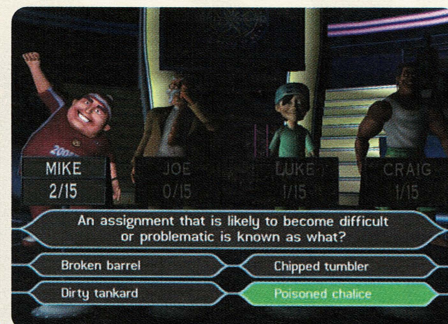
# RECOMMENDED

Mastertronic is gearing up to release four new PC games into the budget games market this month. **Christopher Dring** goes MAD...



**WE'VE ALL** done it. Spent our Saturday nights screaming at our televisions because some hopeless student can't recall what colour the sky is. In fact, it is the exact reason why *Who Wants to Be a Millionaire* has been so successful in its ten-year existence.

However, its success hasn't been exclusive to TV, let's not forget the



addictive pub quiz game and the multitude of board, mobile, DVD, PC and console games that have been released throughout its history. And it is one of these games, *Who Wants to Be a Millionaire Party Edition*, which is about to get the budget treatment this month.

Complete with Chris Tarrant's beaming face, *Party Edition* will once again allow gamers to compete in the popular 15-question quiz, and become virtual millionaires. Players can go head-to-head against their friends and family or go solo in the TV Quiz Show or Quick Fire modes.

**RELEASED:** APRIL  
**FORMATS:** PC  
**DEVELOPER:** VARIOUS  
**PRICE:** £9.99  
**DISTRIBUTOR:** OPEN  
**CONTACT:** 0845 234 4250



New to *Who Wants to Be a Millionaire? Party Edition* is the party mode itself, which invites up to four players to compete against each other with the ability to double-dare, pass or even steal questions.

The game also features 4,000 exclusive new questions, and for just £9.99 is sure to be a winner at retail.



**RELEASED LAST** year by Eidos on PC, *Infernal* puts players in control of Ryan Lennox, a renegade angel that has been hired by hell to restore the balance between good and evil on Earth.

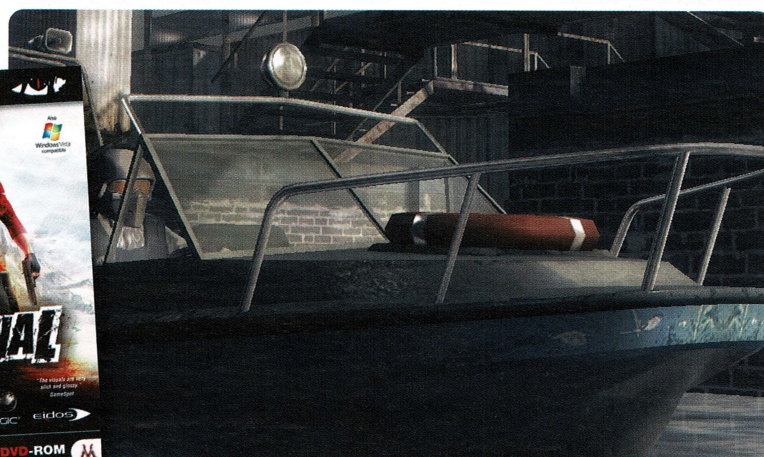
Apparently, heaven's secret agency hasn't been obeying the rules and has been stomping all over hell's earth-based minions. So Lennox must use an array of supernatural powers, including telekinesis, teleportation and invisibility, to stop heaven and unleash hell on Earth. As you do.

Unusual plot aside, *Infernal* is a third person action shooter that is aimed squarely at the hardcore gamer. Players can use all of Lennox's supernatural powers, which includes the ability to absorb enemy's life energy to replenish health and mana, and there is a large

selection of military grade weaponry to find, use and upgrade using the aforementioned powers.

The title has already sold in excess of 100,000 units, and boasts visual flair, beautifully designed interior and exterior environments, and fluid character animations.

With a lack of decent hardcore PC titles on the horizon, and at just £9.99, *Infernal* could easily fire itself in to hands of the many frustrated PC gamers throughout the country.





# A·N·C·I·E·N·T W·A·R·S

## SPARTA

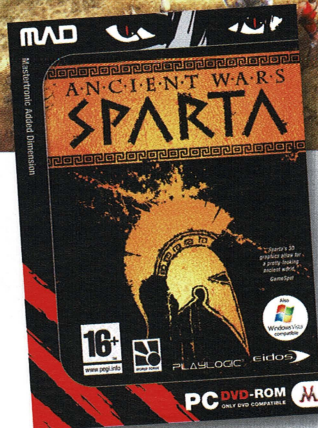
WHEN *300* hit cinema screens with its own brand of masculine homoeroticism, the gaming world has been hankering for a bit of chest-beating Spartan action. Which is precisely what the gaming world got in the form of Playlogic's historical real time strategy title, *Ancient Wars: Sparta*.

*Ancient Wars: Sparta* sets about recreating the epic history of the Spartan, Persian and Egyptian armies during 500 and 450 BC. All three are fighting for influence around Asia Minor, Europe and North Africa, with the game focusing on three vast campaigns. Gamers are invited to take

part in these campaigns, undertaking 27 challenging missions in a series of detailed environments and realistic historical settings.

*Ancient Wars: Sparta* is certain to appeal to RTS fans with its traditional gameplay elements. Gamers must build armies by instructing their workers to gather resources, upgrade defences, build siege weapons and create cavalry and even battleships.

But there are also more unique elements to the game too, as gamers must take into account natural elements when battling. Environmental obstacles such as wind, fire, physics and height



can hinder players, but they can also be used to their strategic advantage.

Complete with gripping, historically accurate storyline, fantastic graphical effects, full multiplayer mode and affordable price, *Ancient Wars: Sparta* is sure to march its way to the top of the budget charts.

# reservoir dogs

BEFORE QUENTIN Tarantino spent his time on samurai revenge movies and grindhouse flicks, he was renowned for the gangster movie. *Pulp Fiction* and *Jackie Brown* were both famed for being two of the finest films of the nineties, but it was *Reservoir Dogs* that started the career of one of the world's most famous movie directors.

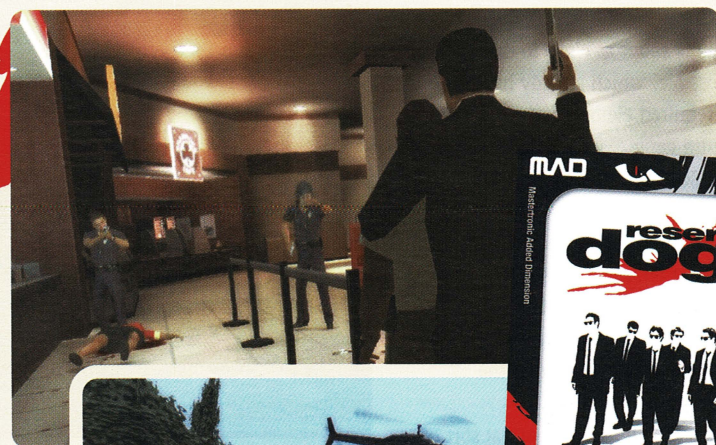
The film was known for its quotable nature, superb performances and violence, and 15 years after it was first released it got the console treatment.

*Reservoir Dogs* gives gamers the chance to play through the events of the film. Players can experience the action leading up to the heist and its

inevitable break down from the perspective of each character. They can also experience parts of the film that were merely suggested, such as where did Mr Pink hide those diamonds? And did he even survive?

Some of the more notable aspects of the game include the high-speed driving segments, the psycho/professional rating system, which depends on moralistic choices, and a threat system, which involves the likes of hostage taking and manipulation.

With the full original soundtrack, the voice of Michael Madsen as Mr Blonde and Tarantino's trademark style, *Reservoir Dogs* is a steal for gamers at just £9.99.





## RECOMMENDED



**RELEASED:** 23RD MAY 2008  
**FORMATS:** WII, DS  
**PUBLISHER:** DEEP SILVER  
**DEVELOPER:** TOTACLE STUDIOS (DS),  
 KEEN GAMES (WII)  
**PRICE:** £29.99  
**DISTRIBUTOR:** KOCH  
**CONTACT:** 0870 027 0985

# Secret Files:

## TUNGUSKA

The popular point and click adventure gets unleashed on DS and Wii. **Rob Power** uncovers the mystery behind the story of Tunguska...

A HUNDRED YEARS ago, something decidedly weird occurred somewhere in the heart of Russia's Siberian wilderness, at a place called Tunguska. Essentially, no one really knows what occurred, other than a massive explosion (and by 'massive', think 'the power of several nuclear bombs') went off, flattening literally millions of innocent trees, and confusing the hell out of the worldwide science community.

Various theories have popped up about the 'Tunguska Event' over the years, including that it was a fairly big comet, a 'natural nuclear bomb' (who knows) or simply an alien ship that crash-landed. Obviously.

A real-life event, then, that in actuality is about as close to the X Files as is possible, which already has many of the required elements of a decent adventure game – international intrigue, science fiction becoming reality, all that sort of jazz.

*Secret Files: Tunguska* takes this century-old puzzle, wraps a suitably intriguing story round it, and gallops off into the thick of things, as players attempt to uncover just what the Dickens is going on.

Players follow Nina, a normal sort of Rusky gal, whose father has disappeared. As she and a helpful young buck called Max try to track the old man down, they quickly become embroiled in a story that takes them all across the world in searching for the missing father, who had taken part in an expedition to Tunguska in order to ascertain exactly what had gone on in the titular Siberian town.

A smart and immersive storyline then, that is well suited to the point and click adventure and is clearly perfectly suited to the Wii and DS.



**PERFECT MATCH:** The control systems of the DS and Wii are perfectly suited to the evergreen point and click adventure genre

“ It takes a century-old puzzle, wraps an intriguing story round it and gallops off into the thick of things. ”

*Secret Files: Tunguska* already has a raft of followers thanks to a late 2006 release on other platforms. The classic adventure genre is often overlooked, with many gamers happy to succumb to the more instant delights of first person

shooters or a nice bit of *Pro Evo*, but for those willing to try and stretch the old grey matter a bit (which is something both Wii and DS owners seem keen on thanks to brain training-type titles) it is full of rewards.

Well suited to these newer formats and sure to garner in a load of new fans quickly, *Secret Files: Tunguska* should make a good impression at retail level.

This visually appealing title makes clever use of both 2D and 3D aspects, while also utilising highly detailed backgrounds and movie-quality characters. With those elements and up to 25 hours of quality problem solving to be had, *Secret Files: Tunguska* is bound to do well, and will no doubt lead to a fresh new batch of crazy hypothesising on the real life event.

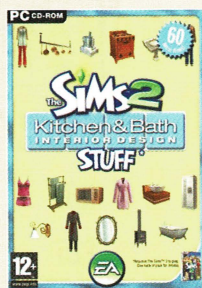


## RETAIL ONLY NEW RELEASES

# Sequels rule the schedules

With GTA, SingStar, The Sims, Time Crisis, Rainbow Six and GRAW, the release schedules see a landslide of sequels and sales hard-hitters. Sports titles and casual games also figure highly as summertime begins...

## MUST STOCK



### THE SIMS 2: KITCHEN & BATH INTERIOR DESIGN STUFF

**Released:** April 18th  
**Format:** PC  
**Publisher:** EA

The Sims empire keeps on growing with this latest edition, focusing on interior design. Promises to be less stressful than a Sunday trip to IKEA, but just as popular.

**Distributor:** Centresoft  
**Contact:** 0121 625 3388



### SINGSTAR SUMMER PARTY

**Released:** April 25th  
**Format:** PS2  
**Publisher:** Sony

There are summer hits modern and classic aplenty in this latest selection from the mighty and ever-popular SingStar series. Summer nights will never be the same.

**Distributor:** Centresoft  
**Contact:** 0121 625 3388

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR
<b>APRIL 18th</b>					
8Ball Allstars	DS	Sport	Oxygen	01933 442 660	Open
Airbus Collection- Long Haul	PC	Flight Sim	Just Flight	0845 234 4250	Open
Betty Boop's Double Shift	DS	Action	Zoo Digital	0845 456 6400	Trilogy
Brainbenders	DS	Puzzle	Eidos	0121 625 3388	Centresoft
Emergency Mayhem	Wii	Mini-games	Codemasters	01279 822 822	Gem
GRAW 2 Legacy Edition	XBOX 360	Shooter	Ubisoft	0845 456 6400	Trilogy
Hamster Heroes	Wii	Pet	DDI	08700 270 985	Koch
Kawasaki Jet Ski	Wii	Racing	DDI	08700 270 985	Koch
Kawasaki Snow Mobiles	Wii	Racing	DDI	08700 270 985	Koch
Kidz Sports: International Football	Wii	Sport	DDI	08700 270 985	Koch
London Taxi: Rush Hour	Wii	Racing	DDI	08700 270 985	Koch
Mystery Detective II	DS	Puzzle	505 Games	0121 506 9590	Advantage
Namco Museum Remix	Wii	Compilation	Atari	0121 506 9590	Advantage
Pirates: Duels on the High Seas	DS	Action	Oxygen	01933 442 660	Open
Starz	DS	Action	505 Games	0121 506 9590	Advantage
The Sims 2: Kitchen & Bath Interior Design Stuff	PC	Sim	EA	0121 625 3388	Centresoft
Time Crisis 4	PS3	Shooter	Sony	0121 625 3388	Centresoft
Tom Clancy's Rainbow Six 2: Vegas	PC	FPS	Ubisoft	0845 456 6400	Trilogy
UEFA EURO 2008	XBOX 360 / PS2 / PS3 / PC / PSP	Football	EA Sports	0121 625 3388	Centresoft

## APRIL 25th

M&M's Break 'em	DS	Action	Zoo Digital	0845 456 6400	Trilogy
M&M's Kart Racing	Wii / DS	Racing	Zoo Digital	0845 456 6400	Trilogy
My Pet Hotel 2	DS	Sim	Eidos	0121 625 3388	Centresoft
NBA Ballers	XBOX 360	Sport	Midway	0845 456 6400	Trilogy
Nitrobike	PS2	Racing	Ubisoft	0845 456 6400	Trilogy
Rescue Pilot - Mission Pack	PC	Flight Sim	Just Flight	0845 234 4250	Open
SingStar Summer Party	PS2	Sing	Sony	0121 625 3388	Centresoft
The Aly&AJ Adventure	DS	Adventure	Zoo Digital	0845 456 6400	Trilogy
Wii Fit	Wii	Exercise	Nintendo	08700 270 985	Koch

## APRIL 29th

Grand Theft Auto 4	PS3 / XBOX 360	Action	Rockstar	01279 822 822	Gem
Radio Helicopter	Wii	Adventure	505 Games	0121 506 9590	Advantage

## MAY 9th

Ace Attorney Apollo Justice	DS	Sim	Nintendo	08700 270 985	Koch
High School Musical: Work This Out	DS	Music/Adventure	Disney Interactive	0121 625 3388	Centresoft
Legend of Sayuki	Wii / PS2	Adventure	505 Games	0121 506 9590	Advantage

## MAY 16th

Battle of the Bands	Wii	Music	THQ	0121 506 9590	Advantage
Top Trumps: Doctor Who	PC / PS2	Cards	Eidos	0121 625 3388	Centresoft

## MAY 21st

ATV Offroad Fury Pro	PSP	Racing	Sony	0121 625 3388	Centresoft
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## MAY 23rd

Age of Conan	PC	Action	Eidos	0121 625 3388	Centresoft
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## MAY 30th

Chess Crusade	PS2 / Wii / PC / DS	Chess	Zoo Digital	0845 456 6400	Trilogy
Death Jr. Root of Evil	Wii	Action	Eidos	0121 625 3388	Centresoft
Ecolis Save The Forest	DS	Action	Rising Star Games	01582 635 104	Mastertronic
Hannah Montana: Music Jam	DS	Music/Adventure	Disney Interactive	0121 625 3388	Centresoft



## HIGH STREET UPDATE

## PRICE CHECK

Wembley

MCV WENT on the road to Wembley this week to celebrate the release of *Pro Evolution Soccer 2008* on Nintendo Wii. It was also a week of Sega releases, complete with zombies, fish and Vikings.

There were a couple of tasty deals on the High Street this week, with *The House of the Dead 2 and 3 Return* on sale in Zavvi for £25. Square Enix's *Final Fantasy Crystal Chronicles: Ring of Fates* was also on offer in GAME, with the specialist retailer charging just £19.99. Notably, Woolworths has been doing a series of good deals over the past few months, and this week *Viking: Battle for Asgard* gets the cheap treatment, beating all other retailers for price.

Interestingly, Internet retailers failed to match the High Street for attractive offers. Although Amazon were stocking *Pro Evolution Soccer 2008* on Wii for a mere £27.48.

## IN-STORE

STORE	 <i>Viking: Battle for Asgard</i> 360, Sega	 <i>SEGA Bass Fishing</i> Wii, Sega	 <i>House of Dead 2 &amp; 3 Return</i> Wii, Sega	 <i>Pro Evo 2008</i> Wii, Konami	 <i>Final Fantasy: Ring of Fates</i> DS, Square Enix
<b>hmv</b>	£39.99	N/A	£29.99	£34.99	N/A
<b>zavvi.co.uk</b>	£40	N/A	£25	£40	£25
<b>GAME</b>	£34.99	£29.99	£29.99	£34.99	£19.99
<b>gamestation</b>	£44.99	£29.99	£29.99	£39.99	£29.99
<b>WOOLWORTHS</b>	£32.97	£27.99	£27.99	£34.99	N/A

## ONLINE

<b>amazon.co.uk</b>	£34.98	£24.98	£24.98	£27.48	£24.98
<b>gameplay</b>	£34.99	£24.99	£24.99	£29.99	£24.99

## MARGIN MAKERS

MCV takes a look at a great cross-sell opportunity for *Gran Turismo 5: Prologue*

THE MAMMOTH success of *Gran Turismo 5* last month makes this the ideal time to pick up one of AntiGrav's Playseats, which is perfect for racing fans everywhere.

The Playseats offer gamers a truly immersive experience, and are ideal for the hardcore racer at £229.99.

Playseats is a key sponsor of the A1 Grand Prix, and come in white, with a special seat featuring the A1 logo stitched into the headrest. A black version is set to launch next

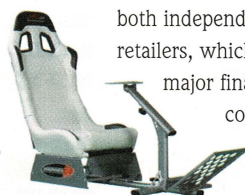
month. There are also many add ons to Playseats, including floor mats, and seat sliders.

AntiGrav is also offering a special drop ship option for both independent and online retailers, which means no

major financial commitment and no space issues either.

AntiGrav will also provide full marketing material.

■ To get hold of a Playseat, contact AntiGrav on 01785 816858 or [sales@antigrav-media.co.uk](mailto:sales@antigrav-media.co.uk).



## DEALS OF THE WEEK

The PlayStation 3 has just received a new bundle, and to accompany it retailers are offering plenty of their own deals...


**zavvi.co.uk**

Zavvi currently has three PS3 deals. The most expensive is £350, with gamers able to choose three games of their choice from a list of nine Sony titles. The second deal is for £335, and includes *GT5: Prologue*, an extra controller, a Blu-Ray DVD and any PS3 chart game.

**hmv**

The big bundle deal at HMV also features the PlayStation 3 *Gran Turismo 5: Prologue* pack. The price for the package is a mere £309.99, and includes a copy of either of these titles: *Unreal Tournament 3*, *Turok*, fighter *Devil May Cry 4* or EA's *Army of Two*.

**gamestation**

The specialist retailer has a series of deals on offer. Along with the *GT5: Prologue* PS3 pack, gamers can also claim any game of their choice and a Blu-Ray film for only £329.99, and for an extra ten pounds can upgrade that to include a second game.



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account manager today on 01279 822822

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Media Center Extender



SRP inc VAT: £199.99

DMA2200  
Media Center Extender  
with upscaling DVD Player



SRP inc VAT: £229.99



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## RETAIL ONLY INDIE CHARTS

[ENTERTAINMENT - FULL PRICE]

## ALL FORMATS

THIS WEEK	LAST WEEK	TITLE/FORMAT	PUBLISHER
1		<b>GRAN TURISMO 5 PROLOGUE</b> FORMAT: PS3 DEVELOPER: SONY PUBLISHER: SONY	
2	1	<b>TOM CLANCY: RAINBOW SIX VEGAS 2</b> 360	UBISOFT
3	2	<b>TOM CLANCY: RAINBOW SIX VEGAS 2</b> PS3	UBISOFT
4	NEW	<b>VIKING: BATTLE FOR ASGARD</b> 360	SEGA
5	3	<b>MARIO &amp; SONIC AT THE OLYMPIC GAMES</b> WII	SEGA
6	4	<b>ARMY OF TWO</b> 360	EA
7	NEW	<b>FOOTBALL MANAGER 2008</b> 360	SEGA
8	NEW	<b>VIKING: BATTLE FOR ASGARD</b> PS3	SEGA
9	20	<b>CALL OF DUTY 4: MODERN WARFARE</b> PS3	ACTIVISION
10	RE	<b>BULLY: SCHOLARSHIP EDITION</b> 360	ROCKSTAR
11	NEW	<b>PRO EVOLUTION SOCCER 2008</b> WII	KONAMI
12	10	<b>FIFA 08</b> 360	EA
13	NEW	<b>EVERYBODY'S GOLF WORLD TOUR</b> PS3	SONY
14	RE	<b>COMMAND &amp; CONQUER: KANES WRATH</b> PC	EA
15	RE	<b>SEGA SUPERSTARS TENNIS</b> WII	SEGA
16	NEW	<b>HOUSE OF THE DEAD 2 &amp; 3 RETURN</b> WII	SEGA
17	8	<b>MARIO &amp; SONIC AT THE OLYMPIC GAMES</b> DS	SEGA
18	6	<b>GOD OF WAR: CHAINS OF OLYMPUS</b> PSP	SONY
19	NEW	<b>FOOTBALL MANAGER 2008</b> PC	SEGA
20	RE	<b>WII PLAY</b> WII	NINTENDO

Week Ending 29/03/08

## XBOX 360 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>TOM CLANCY: RAINBOW SIX VEGAS 2</b> DEVELOPER: UBISOFT PUBLISHER: UBISOFT	
2	NEW	<b>VIKING: BATTLE FOR ASGARD</b>	SEGA
3	2	<b>ARMY OF TWO</b>	EA
4	NEW	<b>FOOTBALL MANAGER 2008</b>	SEGA
5	RE	<b>BULLY: SCHOLARSHIP EDITION</b>	ROCKSTAR



Charts compiled by Game Guide/Complete EPOS Solutions. For more information about Complete EPOS Solutions call 01543 370002. For more information about the Game Guide call 01606 836347.



## FROM THE FRONTLINE

This week, MCV visits Henley indie Virtual Games, to quiz multi-console fan John O'Connell...

## JOHN O'CONNELL, VIRTUAL GAMES

Age: 20

Location: Henley

How long have you been working here?

I've been with the company for almost one year now.

What was your first taste of gaming?

I would think my first full taste of gaming was *Golden Eye* for the Nintendo 64.

Favourite game of all time?

tough one - but I think I'm going to have to go with *Diddy Kong Racing* for the Nintendo 64.

How much time a week do you spend gaming?

Anywhere between 15-20 hours on an average week.

Best gaming memory?

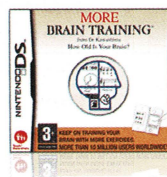
Kicking the tar out of my mates on WWF's (or WWE as it is today) *Raw is War* on the PSOne.

What do you see as the future of gaming?

Integrating 3D technologies with motion recognition systems to create immersive gameplay experiences.

What systems do you play/own?

Nintendo Wii, Xbox 360, PlayStation 3, PlayStation 2 and DS Lite.



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## NINTENDO DS [FULL PRICE]

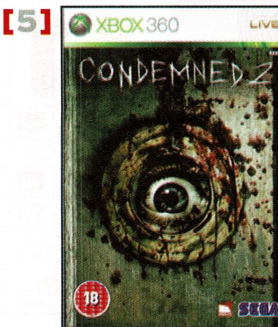
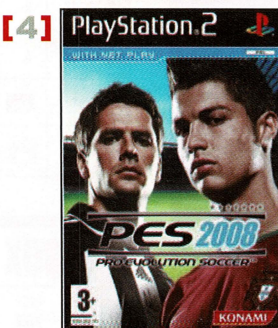
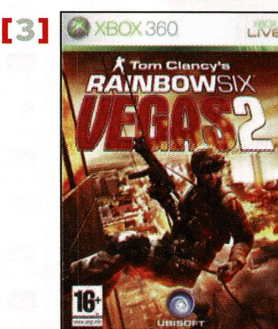
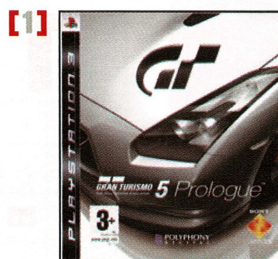
THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>DR KAWASHIMA'S BRAIN TRAINING</b> DEVELOPER: NINTENDO PUBLISHER: NINTENDO	
2	2	<b>MARIO &amp; SONIC: OLYMPIC GAMES</b>	SEGA
3	3	<b>COOKING MAMA 2</b>	505 GAMES
4	4	<b>MORE BRAIN TRAINING</b>	NINTENDO
5	5	<b>NEW SUPER MARIO BROS</b>	NINTENDO
6	6	<b>IMAGINE: BABIES</b>	UBISOFT
7	9	<b>42 ALL-TIME CLASSICS</b>	NINTENDO
8	7	<b>SIGHT TRAINING</b>	NINTENDO
9	8	<b>MARIO KART DS</b>	NINTENDO
10	RE	<b>MY WORD COACH</b>	UBISOFT

## PLAYSTATION 2 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>GUITAR HERO III: LEGENDS OF ROCK</b> DEVELOPER: BUDCAT CREATIONS PUBLISHER: ACTIVISION	
2	3	<b>PRO EVOLUTION SOCCER 2008</b>	KONAMI
3	7	<b>RATCHET &amp; CLANK: SIZE MATTERS</b>	SONY
4	5	<b>BUZZ! THE POP QUIZ</b>	SONY
5	2	<b>FIFA 08</b>	EA
6	6	<b>NEED FOR SPEED: PROSTREET</b>	EA
7	4	<b>THE SIMPSONS GAME</b>	EA
8	8	<b>WWE SMACKDOWN VS RAW 2008</b>	THQ
9	9	<b>MX VS ATV UNTAMED</b>	THQ
10	10	<b>PDC WORLD CHAMPIONSHIP DARTS 08</b>	OXYGEN

## PSP [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>GOD OF WAR: CHAINS OF OLYMPUS</b> DEVELOPER: READY AT DAWN STUDIOS PUBLISHER: SONY	
2	2	<b>PRO EVOLUTION SOCCER 2008</b>	KONAMI
3	3	<b>FIFA 08</b>	EA
4	5	<b>NEED FOR SPEED: PROSTREET</b>	EA
5	4	<b>THE SIMPSONS GAME</b>	EA
6	6	<b>WWE SMACKDOWN VS RAW 2008</b>	THQ
7	7	<b>MEDAL OF HONOR: HEROES 2</b>	EA
8	10	<b>FOOTBALL MANAGER 2008</b>	SEGA
9	8	<b>FLATOUT: HEAD ON</b>	EMPIRE
10	RE	<b>PATAPON</b>	SONY



## [ENTERTAINMENT - FULL PRICE]

## TOP 40 ALL

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>GRAN TURISMO 5: PROLOGUE</b> FORMAT: PS3 DEVELOPER: POLYPHONY DIGITAL PUBLISHER: SONY	
2	3	<b>MARIO &amp; SONIC: OLYMPIC GAMES</b> Wii, DS	SEGA
3	2	<b>RAINBOW SIX: VEGAS 2</b> PS3, 360, PC	UBISOFT
4	4	<b>PRO EVO SOCCER 2008</b> DS, PC, PS3, PS2, PSP, 360	KONAMI
5	NEW	<b>CONDEMNED 2</b> 360, PS3	SEGA
6	5	<b>GUITAR HERO III: LEGENDS</b> PS2, PS3, Wii, 360	ACTIVISION
7	8	<b>VIKING: BATTLE FOR ASGARD</b> PS3, 360	SEGA
8	11	<b>WII PLAY</b> Wii	NINTENDO
9	10	<b>DR KAWASHIMA'S BRAIN TRAINING</b> DS	NINTENDO
10	7	<b>COD4: MODERN WARFARE</b> 360, PS3, PC, DS	ACTIVISION
11	NEW	<b>DARK SECTOR</b> 360, PS3	D3P
12	6	<b>SEGA SUPERSTAR TENNIS</b> DS, PS3, PS2, Wii, 360	SEGA
13	12	<b>CARNIVAL: FUN FAIR GAMES</b> Wii	TAKE 2
14	9	<b>FIFA 08</b> DS, PSP, PC, PS2, 360, Wii, PS3	EA
15	32	<b>GAME PARTY</b> Wii	MIDWAY
16	18	<b>COOKING MAMA 2</b> DS	505 GAMES
17	21	<b>HOUSE OF THE DEAD 2&amp;3 RETURN</b> Wii	SEGA
18	14	<b>ARMY OF TWO</b> PS3, 360	EA
19	25	<b>MORE BRAIN TRAINING</b> DS	NINTENDO
20	20	<b>BEN 10: PROTECTOR OF EARTH</b> Wii	D3P

## PC CD-ROM [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>FOOTBALL MANAGER 2008</b> DEVELOPER: SPORTS INTERACTIVE PUBLISHER: SEGA	
2	1	<b>THE SIMS 2: FREETIME</b>	EA
3	3	<b>WARHAMMER 40,000: SOULSTORM</b>	THQ
4	4	<b>COD4: MODERN WARFARE</b>	ACTIVISION
5	5	<b>THE SIMS 2</b>	EA
6	6	<b>THE SIMS 2: BON VOYAGE</b>	EA
7	9	<b>C&amp;C3: TIBERIUM WARS</b>	EA
8	8	<b>THE SIMS: CASTAWAY STORIES</b>	EA
9	7	<b>WOW: BATTLE CHEST</b>	BLIZZARD
10	10	<b>CRYSIS</b>	EA



## [ANALYSIS]



ANYONE WHO keeps an eye on the DS chart will know the top ten has a few familiar faces, but this week the entire DS top six remain unchanged from last week. The Wii chart fares similarly with an unmoved top four and a familiar top ten.

In a week where consistency is king a mere three titles break into the top 40 All

Formats chart, with Sega's *Condemned 2* bludgeoning into the top ten and D3P's *Dark Sector* shooting to 11, both of which are available only on PS3 and Xbox 360. Disney Interactive's *High School Musical: Sing It* completes the trio of new releases sneaking into number 40.

Jonathon Harker

# FORMATS

■ Highest New Entry □ Highest Top 40 Climber

21	23	FOOTBALL MANAGER 2008	360, PSP, PC, Mac	SEGA
22	26	NEW SUPER MARIO BROS	DS	NINTENDO
23	24	RATATOUILLE	GC, PC, GBA, DS, Wii, 360, PSP, PS2, PS3	THQ
24	35	IMAGINE: BABIES	DS	UBISOFT
25	15	THE SIMPSONS GAME	360, DS, PS2, PS3, PSP, Wii	EA
26	13	BULLY: SCHOLARSHIP EDITION	Wii, 360	ROCKSTAR
27	19	ASSASSIN'S CREED	360, PS3	UBISOFT
28	16	C&C3: KANE'S WRATH	360, PS3	EA
29	22	NEED FOR SPEED: PROSTREET	PS2, 360, PS3, Wii	EA
30	31	WWE SMACKDOWN! VS RAW 08	PS2, 360, PS3, Wii, PSP, DS	THQ
31	28	TIGER WOODS PGA TOUR '08	Wii, PS3, 360, PS2, PC	EA
32	29	GOD OF WAR: CHAINS OF OLYMPUS	PSP	SONY
33	38	SONIC AND THE SECRET RINGS	Wii	SEGA
34	27	THE SPIDERWICK CHRONICLES	PC, 360, PS2, Wii, DS	VIVENDI
35	30	MX VS ATV UNTAMED	PS2, 360	THQ
36	RE	42 ALL-TIME CLASSICS	DS	NINTENDO
37	RE	LEGO STAR WARS: COMPLETE SAGA	Wii, PS3, 360, DS	LUCASARTS
38	36	BURNOUT PARADISE	PS3, 360	EA
39	33	PDC WORLD CHAMPIONSHIP DARTS 08	OXYGEN INTERACTIVE	
40	NEW	HIGH SCHOOL MUSICAL: SING IT	Wii, PS2	DISNEY

## PS3 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>GRAN TURISMO 5: PROLOGUE</b> DEVELOPER: POLYPHONY DIGITAL PUBLISHER: SONY	
2	2	<b>TOM CLANCY'S RAINBOW SIX: VEGAS 2</b>	UBISOFT
3	NEW	<b>CONDEMNED 2</b>	SEGA
4	4	<b>CALL OF DUTY 4: MODERN WARFARE</b>	ACTIVISION
5	5	<b>VIKING: BATTLE FOR ASGARD</b>	SEGA
6	NEW	<b>DARK SECTOR</b>	D3P
7	10	<b>GUITAR HERO III: LEGENDS OF ROCK</b>	ACTIVISION
8	6	<b>ASSASSIN'S CREED</b>	UBISOFT
9	8	<b>ARMY OF TWO</b>	EA
10	RE	<b>FIFA 08</b>	EA

## WII [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>MARIO &amp; SONIC: OLYMPIC GAMES</b> DEVELOPER: SEGA PUBLISHER: SEGA	
2	2	<b>PRO EVOLUTION SOCCER 2008</b>	KONAMI
3	3	<b>WII PLAY</b>	NINTENDO
4	4	<b>CARNIVAL: FUN FAIR GAMES</b>	TAKE TWO
5	8	<b>GAME PARTY</b>	MIDWAY
6	6	<b>HOUSE OF THE DEAD 2&amp;3 RETURN</b>	SEGA
7	5	<b>SEGA SUPERSTARS TENNIS</b>	SEGA
8	7	<b>GUITAR HERO III: LEGENDS OF ROCK</b>	ACTIVISION
9	9	<b>SONIC AND THE SECRET RINGS</b>	SEGA
10	RE	<b>SUPER MONKEY BALL: BANANA BLITZ</b>	SEGA

## XBOX 360 [FULL PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>TOM CLANCY'S RAINBOW SIX: VEGAS 2</b> DEVELOPER: UBISOFT PUBLISHER: UBISOFT	
2	NEW	<b>CONDEMNED 2</b>	SEGA
3	2	<b>VIKING: BATTLE FOR ASGARD</b>	SEGA
4	NEW	<b>DARK SECTOR</b>	D3P
5	5	<b>GUITAR HERO III: LEGENDS OF ROCK</b>	ACTIVISION
6	4	<b>ARMY OF TWO</b>	EA
7	3	<b>CALL OF DUTY 4: MODERN WARFARE</b>	ACTIVISION
8	7	<b>HALO 3</b>	MICROSOFT
9	6	<b>BULLY: SCHOLARSHIP EDITION</b>	ROCKSTAR
10	9	<b>LOST ODYSSEY</b>	MICROSOFT

## PC CD-ROM [BUDGET PRICE]

THIS WEEK	LAST WEEK	TITLE	PUBLISHER
1		<b>C&amp;C3: KANE'S WRATH</b> DEVELOPER: EA LA PUBLISHER: EA	
2	2	<b>THE SIMS 2: TEEN STYLE STUFF</b>	EA
3	4	<b>WORLD OF WARCRAFT</b>	BLIZZARD
4	3	<b>WOW: BURNING CRUSADE</b>	BLIZZARD
5	6	<b>THE SIMS 2: H&amp;M STUFF</b>	EA
6	5	<b>PRAETORIANS</b>	SOLD OUT
7	7	<b>FAR CRY</b>	SOLD OUT
8	8	<b>HOTEL GIANT</b>	GSP/AVANQUEST
9	RE	<b>1,000 GAMES COLLECTION</b>	GSP/AVANQUEST
10	RE	<b>ROME: TOTAL WAR</b>	SEGA



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The 2008 MCV Industry Excellence Awards have come and gone... So who won? Did Simon Amstell make us laugh with his own brand of wit and sarcasm? Who fell over and embarrassed themselves? MCV will give you a full run down of the key moments, not to mention the lowdown on the winners and runners-up.

### Special Report: Develop 100

MCV's sister publication *Develop* looks at the top runners and riders in the global creative industry, based on UK sales figures. MCV will supply the full century of studios, as well as an in-depth commentary by *Develop* writers on the top entrants and highest climbers.

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It's a sector that many in the games trade fail to think about much of the time, but as games become more expansive and as markets become increasingly broad, the business of localisation and QA is becoming even more vital. Has the growth of digital downloads and the increase in new releases lead to a prosperous time for the outsource QA companies? MCV takes a look at the big names involved.

### FRIDAY MAY 9th Indie Top 20

Despite facing problems ranging from supermarkets to High Street price wars, many indies are still surviving - and thriving. MCV takes a look at the 20 finest independent retailers the industry has to offer, with contact information for each one and a brief history.

### FRIDAY MAY 16th Games Retail Buyers Guide

One of the most important jobs in the video games retail sector is the job of buying the right games to stick on the shelves. MCV takes a closer look at some of the industry's top games buyers.

### FRIDAY MAY 30th Distribution Special Focus

With digital distribution still a while off, the business of distribution remains critically important - and is getting ever more competitive. MCV takes an in-depth look at the big names involved in this hugely significant market sector.

### CONTACT

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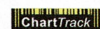
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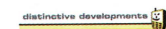


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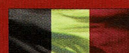
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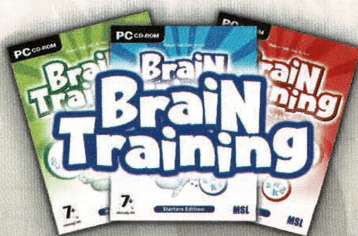
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## INSIDER'S GUIDE



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**PHONE:** 01923 774123

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**IN2Games**

### Could you outline what it is In2Games does?

In2Games is a pioneering developer of motion-sensing games and controllers for both Sony and Microsoft formats.

### Tell us a little about In2Games' latest products?

Previously, we've had global success with Gametrak, the first hardware/software bundle we brought to market back in 2004. We're currently preparing to announce the release of our Freedom 3D motion-sensing controller and games, which deliver performance, control and flexibility cross platform that is far in excess of that offered by existing technologies.

### Any plans for expansion?

Definitely, we've been expanding gradually since the company formed in 2000. We have managed to build a team of passionate industry veterans with a wealth of experience and knowledge. Right now we have offices in London and Hong Kong, and manufacture from a number of

Chinese factories. The next year will see us expand our global reach with more territorial offices and more innovative hardware and software.

“

*I'm about to provide mocap for a game we have in the works. I'm on the Atkins diet so I can fit into the suit.*

”

### What's the most exciting part of your job?

We are a small company so interestingly my title is not solely restricted to marketing and I get to try my hand at all areas of the business. Next week for instance I will be providing mocap for a game we have in development. I'm currently on the Atkins diet so that I fit into the suit...

To have your company featured please contact  
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## MCVUK.COM

This week you've been tackling politics, newspapers and psychologists. All in a week's work at mcvuk.com...

### BARACK OBAMA: "PARENTS SHOULD CLAMP DOWN ON GAMES"

mcvuk.com 02/04

"Holy \*\*\*\*!!! A politician who knows what he is talking about!?!? I hope this guy gets in, might do some good in America (and us in the UK, as an example) to get a decent and sane president for once..."

### GAMING LINKED TO AUTISM

mcvuk.com 02/04

"If they'd done a study of mountaineers or free-fall parachutists I expect they'd have found there were a lot of extroverts and risk-takers in that group. In a study of MMO players, they've found (statistically speaking) a lot of introverts and un-social blokes."

### THE TELEGRAPH HITS OUT AT BYRON REVIEW... AGAIN

mcvuk.com 07/04

"All the games mentioned in this and similar articles carry that same 18 rating so why can't we be given the facts and allowed to make our own minds up. 18 means 18 and if younger gamers are playing these titles then surely it is the fault of those adults responsible for them, not of the industry itself."

### TIMES COLUMNIST: 'I HATE VIDEO GAMES'

mcvuk.com 02/04

"I hate the way they suck real people into fake worlds and hold on to them for decades at a time.' So why have a go simply at video games for sucking people into fake worlds. The soaps like *EastEnders* and *Coronation Street* have been doing this far longer than video games!"

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## LETTERS

A request for charitable donations for Ben Walker's bike ride from London to Paris in aid of a Hospice, a plea for help from a new retailer and more insight and analysis on the newly-named Kiki Dee Report...

SEND YOUR COMMENTS TO **MCV@INTENTMEDIA.CO.UK**

## Kiki Dee joins the debate

I read your coverage of the Byron Review with great interest, but am very confused as to why Kiki Dee thinks she's qualified to talk about child safety issues, the Internet and video games.

Why did you ask her?

**Tim Ponting,**

**Communications Director,  
Game Domain International**



*Kiki Dee discussing violence in video games in a recent Government sponsored research project*



*Tanya Byron wondering whether the duet with Elton John at Live Aid was a good idea after all*

## Get your wallets out...

**BEN WALKER**, senior product manager at Atari, who I've worked with for a very long time, is taking part in a fantastic bike ride from London to Paris to raise money for St Clare's Hospice in Essex. This charity is very dear to his heart having lost his father to cancer last year. This is a very big thing for Ben to do and if anyone can help support this worthy cause then please dig deep. Having spent a bit of time

raising money for charity, I know how hard this can be and also how many requests you get each day.

Ben has been reliably informed that four bike miles is the equivalent to running one mile so he would have achieved 2.7 marathons over three days, which for a man that gets out of breath running for a train in the morning is well... going to be a bloody shock to his system. I can tell you, though, that this is very

serious and Ben has been training hard and even having check-ups with Doctor Legg.

Here's the link to Ben's site. I hope you can help him out!

Thanks for your support!

[www.justgiving.com/  
benwalker\\_ride](http://www.justgiving.com/benwalker_ride)

**Lee Kirton,  
Head of UK PR,  
Atari**

## Games shop needs help

**AFTER STUMBLING** upon your great website I feel as if you may be able to help me with regards to promoting video games in my shop.

I have a huge passion for video games and am close to opening a shop that sells video games amongst other things too. But I am desperate to know where I need to go to be able to promote the various platforms I am selling like Xbox 360, PS3, Wii

and so on. How do I get posters, stickers for display purposes and all other promotional gear that tells customers that we mean business?

Some people have told me that it is Sony and Microsoft that send retail businesses like mine promotional gear. How would this work if the video games are coming directly from a wholesaler? Please help, I cannot find anything on the internet and time is

against me before the shop is due to open. If you know of any contact numbers or email addresses within the UK it would mean a lot to me.

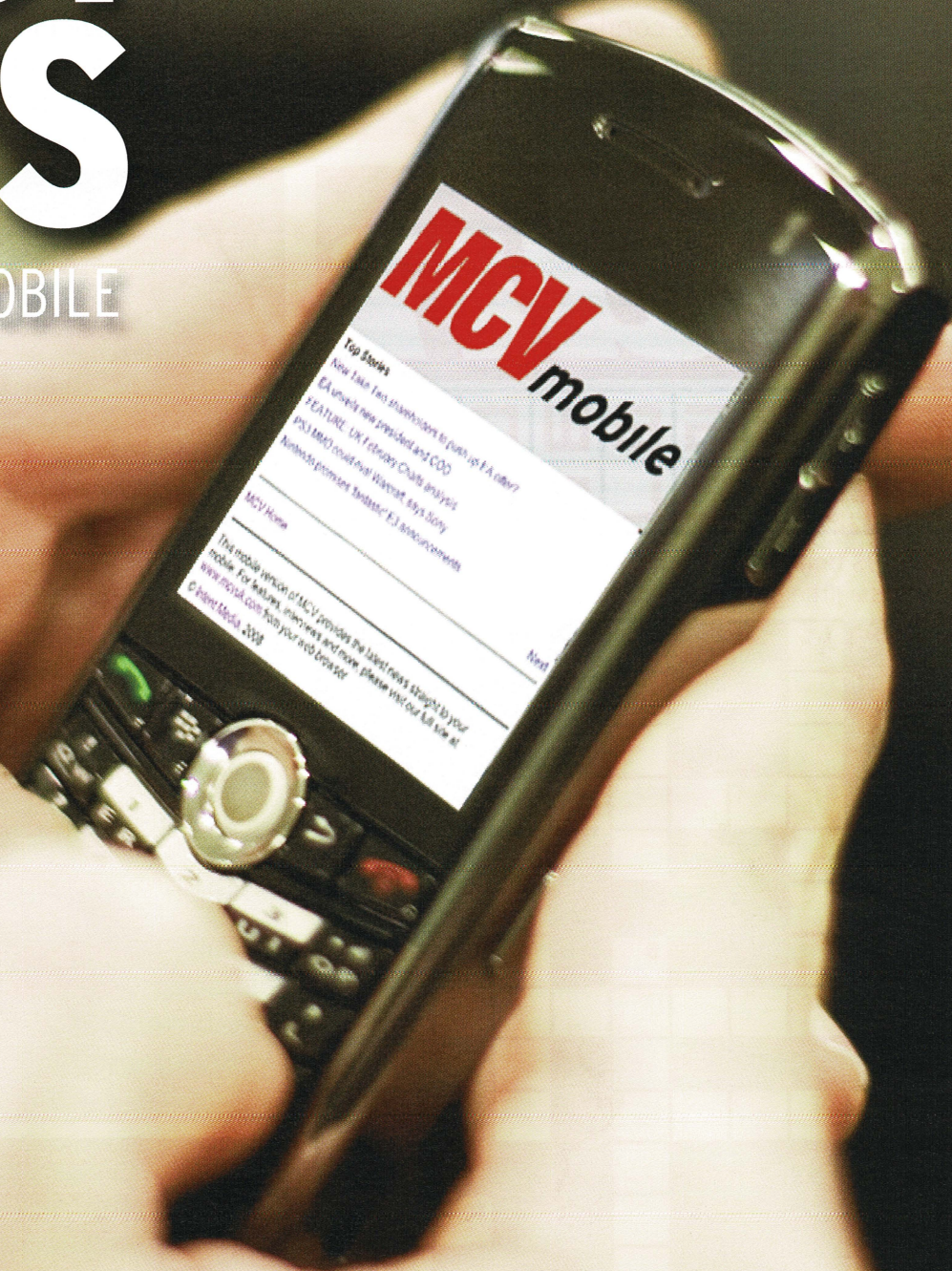
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■ Can any of our lovely readers help this man? Email him if you can...



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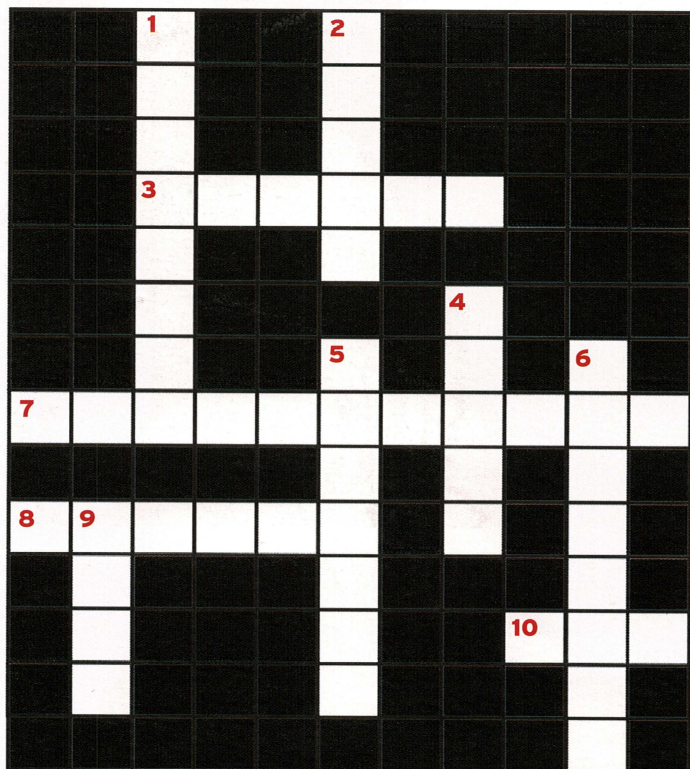
# OFF THE RECORD

What unifying force connects a games industry crossword, a Wii Fit competition, a Codemasters spectacular, a bunch of April Fool's gags, Cooking Mama and a well-known chain of sushi restaurants? This week's Off The Record, obviously. And it's all served up with the usual cheap gags...

## THE Sun

### CROSSWORD CHALLENGE

Atari's DS brain bender will be launched on April 18th, below is a little crossword to get you ready...



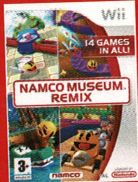
To be in with a chance to win one of five copies of *Namco Museum Remix*, please send your answers, with a contact address, to [competitions@intentmedia.co.uk](mailto:competitions@intentmedia.co.uk).

#### ACROSS

3. This part of your Atari driving test is all about revision
7. Previous owner of Gamestation
8. Asterix's side kick who loves taking part in Olympic madness
10. This Path of \_\_\_\_ was always going to be tough for 'The One'

#### DOWN

1. Official retail partner of the MCV Awards 2008
2. Technology used in *Half Life* and *Alone In The Dark* to give objects the true feeling of movement and physics
4. Front page headline on MCV 476, Game Over for \_\_\_\_
5. Console which saw a 78 per cent rise over Easter
6. Surname of *The Sun* freelance games reviewer
9. Ratings body which could receive more powers following the Byron review



ATARI







## CODEMASTERS CONNECTS THE DOTS

There are several obvious and deeply stereotypical jokes we could make about your average MMO gamer. But fortunately a snapshot of just a few of the 700-strong throng at the Codemasters Connect event has provided us with more amusement than anything we could muster. The consumer-focused Codemasters Online event took place at Omega Sektor in Birmingham and was such a success that it will be returning next year. But not only that, it brought with it some spectacular gurning. Allows us to run you through the highlights:

**Exhibit A:** Purest joy, expressed facially. We only wish that this feeling could be bottled and sold.

**Exhibit B:** A nicely thought-out hip hop variation of the 'man cheering' stance.

**Exhibit C:** Easily the highlight. Unsure of what face to make, our man has gone for a bottom-half-of-the-face gurn quite unlike anything we've ever seen before, with a cheekily slightly-raised eyebrow to demonstrate he is full aware of how amusing this is. If you know him, shake his hand.




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## WAS THE JOKE ON YOU?

The last April Fool MCV fell for was the time the boss said we could take a full hour's lunch break, only to be brutally assaulted by a gang of knuckle-duster-wielding thugs. After a trip to hospital and several months of rehabilitation, we are only just coming round to seeing the funny side. Rather more amusing, and a lot less sadistic, was the games industry's japey come April 1st. Above we have Microsoft's imaginative take on a few new Xbox-related SKUs - including a wireless helmet that looks like what people in the eighties genuinely thought games would be like in 2008. And a few eyebrows were raised over the Xbox 360 Vintage Edition - some of the console completists in the MCV office were caught foolishly scouring the web for a place to place their pre-order.

Blizzard also had a crack at duping its fans (left), releasing images of World of Warcraft's debut console title... for the Atari 2600. There was also a new addition to *Diablo II* in the form of the cuddly-yet-pure-evil Diablo Loot Piñata. What larks did you get up to in your office? Mail in your pictures and stories and we'll print the best ones...

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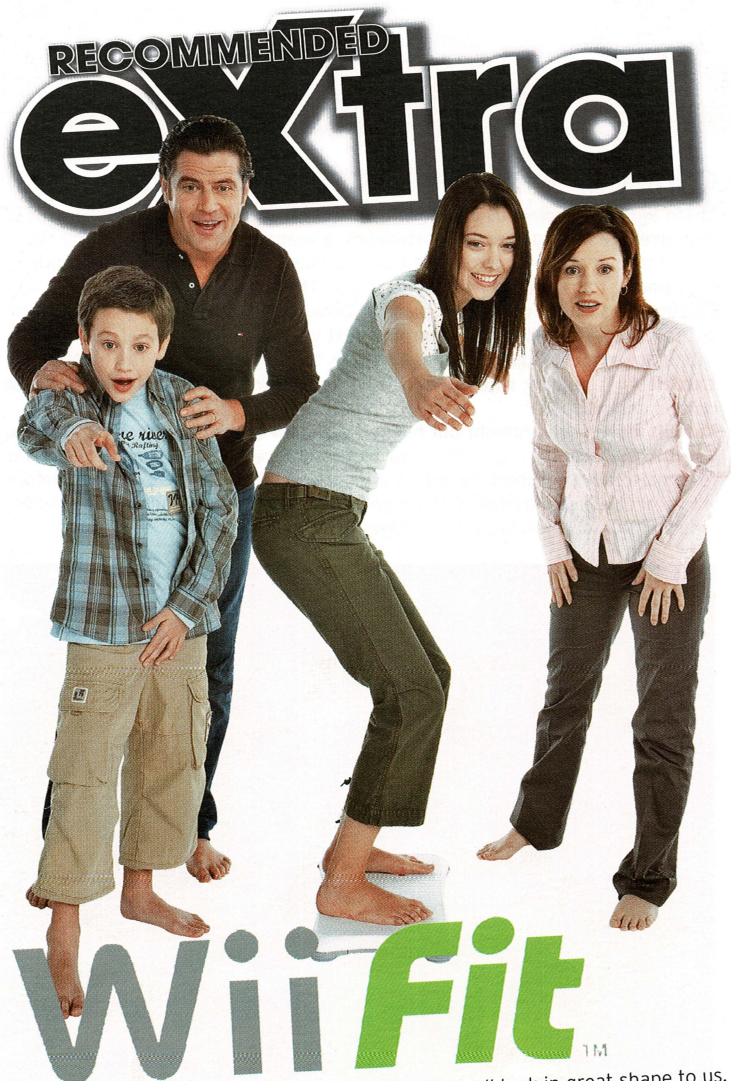
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Now, we're not saying you need the exercise. You all look in great shape to us. But, Nintendo has given us three copies of Wii Fit to give away, and it would be a shame to waste them. So, even if you're already very much the body beautiful, why not just have a quick think about this...

## THE SUN SALUTATION IS PART OF WHICH TYPE OF EXERCISE?

- A) Yoga
- B) Boxercising
- C) Ballet

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## YO! 505 GETS COOKING

Visitors to the Poland Street and Farringdon Road branches of YO! Sushi will have to watch what they stuff into their gobs from Monday the 14th April - as alongside the usual Japanese delicacies, the chain will be serving up *Cooking Mama 2* on DS. As they're not particularly known for being edible, said DS consoles will instead be offering diners a free go on 505's follow-up to the mega-selling original. Given that diners will be eating Sushi while playing a quirky video game, it seems the only way to make the experience more Japanese would be to sit there in a full Zelda cosplay outfit.



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